

# The American Perfumer and Essential Oil Review

The Independent International Journal devoted to perfumery, soaps, flavoring extracts, etc. No producer, dealer or manufacturer has any financial interest in it, or any voice in its control or policy.

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## WAKING UP AT WASHINGTON.

One of the incongruities of the pure food and drug situation at Washington has been the fact that meats were exempted from the operation of the Pure Food and Drugs Act. The new crew on the job of administering the law have knocked out that reservation and the beef and pork packers will have to walk up to court just the same as any other man or manufacturer who is under suspicion. Chief Alsberg, of the Department of Chemistry, seems to be right in line in the new order of pure products and fair play. He has been doing considerable talking, but the product is here:

The Department of Agriculture has made an important change in the form for issuing notices of judgments which give the result of actions under the Food and Drugs Act. Hereafter the headings of these notices *will show at a glance whether the Government won its suit or the defendant manufacturer was acquitted.*

This change was recommended by the Flavoring Extract Manufacturers' Association and also was due to the fact that the department has discovered that salesmen have used these notices in the old form to prejudice a customer against a competitor's goods even where the competitor has been acquitted.

This was possible with the old form, because frequently it was necessary to read the entire notice of judgment to learn whether a penalty had been entered or the defendant acquitted. Many persons did not take the time or trouble to read the notice, and in many cases took it for granted that a notice of judgment meant in each instance that the government had won, and that to sell the defendant's product would be to violate the Federal Food and Drugs Act.

The publication of the notice of judgment is the severest part of the penalty when the government has won its case against the manufacturer, because publication of the verdict against him is a serious blow to his business. The department, it is announced, has no wish to have those

who have won their cases against the government suffer from any misapprehension that they have been convicted.

The new form will state clearly in its heading whether the judgment is in favor of or against the manufacturer, and thus make the punitive effect of a verdict in favor of the government still stronger, but relieve manufacturers who have won their cases from the danger of false use of the decision by their competitors.

#### THE TARIFF KNOT UNTIED.

We are glad to be able to make a favorable report to the trade regarding the solution of the difficulty presented by the situation described in the leading editorial in our June issue. In that article we pointed out certain conflicting phrases in paragraphs 49 and 50 of the tariff bill.

The first result of that editorial was the calling of a special meeting of the active members of the Manufacturing Perfumers' Association located in New York, and we were invited to attend this meeting. Those present were Messrs. Bradley, Calisher, Hansen, Henderson, McConnell, Myers, Ricksecker, Ross, Selick, and the Editor.

After a full and free discussion in which all present participated motions were made and *unanimously* carried, to try to secure the elimination of the conflicting phrases in paragraphs 49 and 50, and authorizing the Editor to represent the Association before the Finance Committee of the Senate. We undertook this task promptly, and on Wednesday, June 25th, laid the matter before Senator Johnson, who was Chairman of the Sub-Committee having the chemical schedule in charge, and secured from him a promise to have the matter satisfactorily adjusted in the Caucus.

Letters were also sent by Theodore Ricksecker, Chairman of the Legislative Committee, to Senators Simmons, Johnson, Hughes and Smith confirming our mission.

In paragraph 49 of the tariff bill as reported to the Senate, the words "wholly or partly manufactured" have been eliminated; but in paragraph 50 the words "but not marketable as" have been retained. As the matter now stands all perfume concentrates will have to pay 60% ad valorem as heretofore, and any "natural or synthetic odoriferous or aromatic substances, preparations, or mixtures used in the manufacture of perfumes or cosmetics," if they are a substantial equivalent of concentrated perfume, will be dutiable at 60%. This will make it impossible for any one to import concentrates under the guise of raw materials. American perfumers are amply protected against the importation of concentrates, and there will be no difficulty in the interpretation of the law. The problem of split-up concentrates still remains, as no effective remedy has been suggested.

The Perfumery, Soap and Extract Makers' Association, of Chicago, has had this matter under careful consideration, and holds the view that it would be advisable to make all mixed raw materials dutiable at 60%, with the idea that American perfumery manufacturers would then be forced to work with non-compounded natural and synthetic basic materials only. Thus, in their opinion, the state of the art would be elevated, and the foreign manufacturers of compounded raw materials would be forced to permit American perfumers to provide themselves with the ingredients of which the mixtures are composed. We

fail to see how such result can be brought about, as the raw material manufacturers would either establish branch factories here, or mark up their prices in conformity with the increased tariff. Of course, any step that would foster the growth of perfumistic skill on the part of the American perfumery manufacturers should be encouraged; but we hardly believe that the manufacturers wish to beset their own path with difficulty in order that they may be compelled to walk more skilfully.

Incidentally, we have no doubt that American manufacturers of perfumery raw materials would be very glad indeed to have a protective duty of 60% placed on competing products from abroad, and while we do not lack interest in their welfare, we believe their progress will not be hindered in any way if the best interests of the perfumers here are always kept in mind.

The earnest plea made by Messrs. Ricksecker, McConnell and Rockhill before the Senate Finance Committee to have the principal perfumery raw materials placed on the free list, has so far not been successful; but it is possible that this result may be brought about either in the Senate, or in the Conference Committee.

We are not very sanguine as to the success of this plan, but shall, however, be glad to continue our efforts toward putting it through.

#### PROGRESS IN FOOD LAWS.

National Wholesale Grocers' Association, at its recent convention in Atlantic City, again went on record strongly in favor of uniform food, weights and measures law throughout the country. Sales by net weight and compulsory branding of weights and measures only upon containers or packages reaching the customer at retail were advocated. Chairman Whitmarsh, of the pure food committee, the work of which was highly commended, said in part:

"Although not enacted as law until March 3, 1913, the Federal Net Weight and Measure Act has already been adopted in seven States. Other States passed it while it was still pending in Congress. In addition, bills modelled after this new national law are now pending in five States, in some cases having passed both houses of the legislature and been sent to the governor for signature. These bills will in all probability become laws, in which event twelve States will have adopted the national law within the space of a few months. The new national law was also introduced in five other States, but failed of passage in each instance, chiefly for the reason that Congress did not act until these State legislatures were about to adjourn. In one of these States, Rhode Island, the bill had actually passed both houses and was submitted to the governor, who vetoed it.

"Weight or measure branding of package goods has this year been made compulsory in Iowa, Maine, Michigan, Montana, New Hampshire, Oregon, Utah and, if the measures now pending become law, in California, Illinois, Pennsylvania and Wisconsin also. Reasonable variations are allowed by the statute in all of these States, in most cases in exact accordance with the national law, in others substantially so. Allowance of time for the disposal of goods on hand ranging from about four months to eighteen months after passage of the act is made in every case except Utah, in which State the law is now in force.

"Nearly all of the food legislation enacted in the different States has been in substantial harmony with the National Law. The legislation of the year affords added protection to the consumer, protects honest merchants against fraud and increasingly guards them against the competition of adulterated and misbranded products."

**AN IMPORTANT CUSTOMS DECISION.**

A recent decision of the Board of General Appraisers is of special interest at this time in view of the ambiguity that had existed regarding certain phrases in paragraphs 49 and 50 of the pending Underwood Bill.

The Board has laid down the principle that merchants are at liberty to import and manufacture goods and subject them to the lowest possible duties under the tariff law. The doctrine was also enunciated, that it is not for the customs officers, in imposing duties, to speculate upon contingencies. They must take articles as they find them to be upon examination.

A. Kastor & Brothers, and other importers, objected to the classification made on pocketknives from Germany. The collector classified the knives as "unfinished," requiring the payment of duty at 10 cents each and 40 per cent. ad valorem, instead of at the rate of 5 cents apiece and 40 per cent. The customs authorities justified their assessment on the ground that the handles were made of cheap material in order to obtain admittance as finished knives. The customs officers contended that after importation jewelry manufacturing concerns remove the handles and substitute handles of gold or silver. This practice was said to be a mere subterfuge to obtain a lower duty than would be applicable if they were made otherwise.

In sustaining the importers' protests, Judge Fischer in his decision for the board holds that it is the business of the customs officials to take duty on imported goods as they are found upon examination. They are not authorized to speculate as to the changes that may be made in the articles after importation.

**TAGGING ON BEHIND US.**

Some of our contemporaries have very strange codes of ethics. One of them when quoting a review that we had written of a book he published left out a qualifying word that changed the whole sense of the book review.

Another one recently published the tariff hearing report contained in our June issue without as much as "by your leave," or "thank you." An enterprising publisher is not long annoyed by ethical idiosyncrasies of this kind, for the reason that he is always a lap ahead in the race, and after all the live manufacturers in the trade seem to have no difficulty in sizing up the matter in the right way.

**CANADA TO HAVE PARCEL POST.**

A parcel post bill passed by the House of Commons at Ottawa recently leaves the details of administration entirely in the hands of the postmaster general, who said that the zone system would be adopted, and that the zones would be the Provinces of the Dominion, except that the Maritime Provinces—New Brunswick, Nova Scotia and Prince Edward Island—would constitute one zone. Local zones of twenty miles radius will surround each post office in the Dominion, and in these small zones very low rates calculated to enable local merchants to meet the competition of mail order houses will obtain. The system will be carried on a self-sustaining, business-like basis. The rates will be fixed by the postmaster general, while the size and weight of parcels will be the same as those fixed by the Postal Union. The law will go into effect on proclamation, probably about January 1.

**NEW AMENDMENTS TO THE GERMAN PATENT AND TRADE MARK LAW.**

A new German law, dated March 31, 1913, makes certain alterations in the laws for patents and trade-marks. Citizens of the German Empire may now claim the benefit of the laws for the protection of utility models and trade-marks and the law of unfair competition even though they do not have a residence or establishment in Germany. A feature of the new law is the section dealing with association trade-marks. These are distinguishing marks registered by associations of manufacturers or merchants for exclusive use in connection with the goods of members of the association. They are said to be of considerable importance in Austria-Hungary and some other countries. The United States Commissioner of Patents publishes in the *Gazette* translations of the new law.

These trade-marks may be entered, according to the new law, by associations having a legal existence and interested in trade, even if they are not themselves producers or purveyors of goods. The registering association must file with the Imperial Patent Office the name, headquarters, aims, list of officers, and authorized representatives of the association, and must specify who are entitled to use the trade-mark, lay down the conditions for the use thereof, and outline the rights and obligations of those concerned in case of infringement. Any subsequent changes in the association rules on the use of the trade-mark are to be communicated to the patent office. This information is to be accessible to all inquirers at the patent office.

In view of the fact that a large number of persons may use such a trade-mark the fee for the association trade-mark is higher than for ordinary trade-marks. The cost of the application is 150 marks (\$35.70); the renewal is 50 marks (\$11.90). In case the first application is rejected, 100 marks (\$23.80) is refunded.

**FOOD OFFICIALS' CONVENTION.**

Seventeenth annual convention of the Association of American Food, Dairy and Drug Officials (Association of State and National Food and Dairy Departments) met in June at Mobile, Ala., with Willard Hanson, of Utah, presiding in the absence of the president. An important feature was the address of Dr. Alsberg, Chief Chemist, who covered the lines of other recent addresses and advised in addition that there be more frequent consultations by the state officials with the Federal food and drug law department at Washington.

A resolution asking that national legislation be passed to abolish the present form of "guarantee" label on food and drugs was introduced and adopted. The resolution stated that the present label, "Guaranteed Under the Pure Food and Drugs Act of June 30, 1906," as used was valueless and deceived many purchasers.

The following officers were elected for the ensuing year: James H. Wallis, Idaho, president; J. A. Abbott, first vice-president; Commissioner Strode, Ohio, second vice-president; S. C. Dinsmore, Nevada, third vice-president; H. F. Potter, Connecticut, re-elected treasurer; W. M. Allen, North Carolina, re-elected secretary. The newly elected executive committee is: Joel G. Winkger and W. B. Barney. The committee on co-operation is: M. E. Jaffa, elected to act with the standing committee. Kineo, Me., was selected as the next meeting place, early in July, 1914.

## TRADE-MARK DECISION ON SOAP.

In the case of the Imperial Soap and Oil Co. v. Brandy, which was decided April 30, 1913, this was the syllabus: TRADE-MARKS—APPLICANT AND REGISTRANT—PRIMA FACIE SHOWING OF ABANDONMENT—REBUTTING AFFIDAVITS.

Where in an interference involving an applicant and a registrant the applicant filed letters from the registrant stating that he did not make goods specified in the registration bearing a certain name which is shown in his registration and that he did not handle the goods specified, *Held* that a sufficient showing of abandonment had been made out to justify a requirement that the registrant present affidavits overcoming such showing before the case be set down for the taking of testimony.

*Messrs. Robb & Robb* for Imperial Soap and Oil Co.  
*Mr. Thos. D. Stetson* for Brandy.

MOORE, Commissioner:

This is a petition by the Imperial Soap and Oil Co. for the exercise of the Commissioner's supervisory authority to reverse a decision of the Examiner of Trade-Marks wherein he refused to require the registrant, Brandy, to submit sworn evidence of present use of the mark covered in his registration involved in the interference.

Prior to bringing the motion for this purpose before the Examiner of Interferences it appears that the petitioner corresponded with Brandy, with a view to ascertaining whether he was actually using the mark on which the registration had been granted. In reply to his inquiries it appears that he was informed by Brandy, first, in response to a request for quotations on "Aladdin's Soap," that he did not make soap bearing that name, and, second, when asked whether he was making soap of the "White Owl" brand, that he was not and did not handle soap. The letters are in the record, and the motion was accompanied by an affidavit on behalf of the Imperial Soap and Oil Co. setting forth the facts.

I am clearly of the opinion that this case is controlled by the practice recognized in *The Ozo Remedy Co. v. Carnrick & Co. Ltd.* (146 O. G., 959.) The Examiner of Interferences was wrong in not requiring the registrant to present affidavits overcoming the *prima facie* case of abandonment made out against him before setting the case down for the taking of testimony. It would be of little avail to ask the registrant in such a case as this whether he was using the mark shown in his registration or owned or controlled it, since this would call largely for conclusions of law rather than facts and would doubtless almost uniformly elicit an affirmative answer, due, often, to ignorance of trade-mark law. The petition is granted.

## PREVENTION OF PRICE CUTTING.

Commenting upon the trade outlook in connection with the recent Sanatogen decision and its effect upon price cutting by retail merchants the *Retail Druggist* says:

"It looks very much as if in the near future that the right of the manufacturer to establish a resale price on his goods will be upheld by the United States Department of Justice. Last month a decision was handed down by the United States Supreme Court against the manufacturer of Sanatogen as to the right of this manufacturer to control the selling price of his product at retail. It is very interesting to know that this decision was not unanimous. It seems that five judges were against the manufacturer and four judges upheld his right, which in itself is a very

favorable indication that the manufacturers are making wonderful progress in their fight to uphold the retail price of their goods and to prevent cutting.

"It is also very interesting to know that all the recent decisions of the lower courts and several decisions of the lower court have lately been in favor of the manufacturer's contention that he should be allowed to control the retail selling price of his own product in order to protect himself against the unscrupulous methods of cutters. This question is a bigger one than the business men of this country realize and the manufacturers have determined to have it settled in a very short time.

"There must be some way by which they can be protected against unfair competition and vicious cutting. There is no reason in the world why the manufacturer should not have the power and the authority to regulate the retail price of his goods and it looks very much as if the courts of this country and the federal government are being convinced of this fact and will very shortly hand down a decision that will end matters once and for all, to the best interest of the manufacturers, retailers, and jobbers, who are doing business on a straight legitimate basis.

"Even the general public are becoming suspicious of goods that are sold at a cut rate and it is the contention of manufacturers that the price-cutting craze is working just as much to the detriment of the consumer as to the manufacturer and dealer.

"At the present time there is an unlimited number of manufacturers who are claiming the right to establish resale prices on their goods, which is only another indication that the manufacturers themselves are convinced that they have this right and intend to convince the Federal Government and the Supreme Court."

## TRADE MARK DECISIONS.

Among the trade mark decisions reported in a recent issue of the *Trade Mark Record* was that in the suit of Rice vs. Redick, 202 Fed. Rep. 155, in which the plaintiffs sought to enjoin the defendant from making and selling a toy bottle or container in the form of a miniature telephone similar to its bottle or container. There was no proof of any resemblance of the non-essential features of the plaintiffs' bottles, such as form, color or external details aside from the fact that each bottle was in form a miniature telephone. The Court of Appeals vacated the order for preliminary injunction and held that no right to an injunction had been established.

## REGISTERING PATENTS IN HONDURAS.

Patent Commissioner Moore publishes an order, dated September 20, 1912, issued by the President of Honduras, in relation to the issuing and registering of patents in that republic. Provision is made for foreign inventors who have obtained patents in other countries for incorporating them in Honduras on the same conditions as citizens of the republic upon paying a duty of inscription annually from 5 to 50 pesos gold, according to the case. The decree gives details of the regulations in twelve articles.

In Stockholm most of the soap and toilet articles used in barber shops are of Swedish origin, but some perfumes and other preparations are imported from France and Germany, and American soap is occasionally seen. Most of the imports go through Hamburg houses.



## OIL HARDENING

By CARLETON ELLIS

*(Specially written for this journal; must not be republished without permission.)*

For years the dream of the oil chemist was to find a solution of the problem of converting oleic acid into stearic acid, or olein into stearine, simply by the addition of hydrogen, so as to make valuable hard fats from relatively cheap raw material.

Superficially the problem looked simple. Oleic acid is the next door neighbor of stearic acid, apparently differing only in having a little less hydrogen than stearic acid has in its constitution. Only a trifling amount of hydrogen, less than one per cent., is required to transform oleic into stearic acid.

But the problem was far from simple as oleic acid stubbornly resisted the invasion of hydrogen into its structure to any material extent under the earlier methods of hydrogen addition and not until recent years, with the discovery of effective carriers or catalyzers of hydrogen, has it become possible to bring about this conversion economically with large yields so as to warrant commercial exploitation in a large way.

Now the problem is solved, and in different parts of the globe dozens of plants have been established turning out daily enormous quantities of "hardened oil" prepared by the treatment of vegetable or other oil with hydrogen. So eagerly has the oil handling world lent itself to the idea that already the stearine market has lost its firmness and much speculation is rampant as to the nature of price readjustments which perhaps are on the way. Apparently hydrogenated or hardened oil has taken its place in the oil market as a staple product.

## A REVIEW OF THE ART.

Many attempts to hydrogenate oleic acid have been made. Reviewing this subject in 1897<sup>1</sup> Lewkowitsch refers to the ease with which the lower members of the oleic series are converted into saturated acids and states that "oleic acid itself resists all attempts at hydrogenization," further remarking that he had "carried out a large number of experiments in this direction under most varied conditions, but hitherto all of these gave negative results."

Prior to this, however, Goldschmidt, in 1875,<sup>2</sup> had reduced oleic acid by means of hydriodic acid and amorphous phosphorus at 200-210° C. This presumably led to the attempted commercial development of a process by de Wilde and Reyckler<sup>3</sup> involving heating oleic acid to 280° C. with 1 per cent. of iodine, adding and melting therein a certain quantity of tallow soap, and then boiling with acidulated water. The product was then distilled and the iodine, in part, recovered from the pitch. The yield of stearic acid or saturated fat is stated to be approximately 70 per cent. of the theoretical. Only about two-thirds of the iodine could be recovered so the process apparently did not find technical use.<sup>4</sup> Should the much lauded method of treating kelp, primarily for obtaining potash salts, come into use, a cheap supply of iodine would be available which

might then make the Wilde and Reyckler process of some technical interest.

Chlorine in lieu of iodine has been tried, but great difficulty has been experienced in securing an autoclave of resistant material. Imbert<sup>5</sup> recommends using quantities of chlorine and alkali exactly calculated on the iodine number of the fatty acid and operating at a temperature of 120° to 150° C. and pressure of about five atmospheres for a period of six hours.

Zürer<sup>6</sup> chlorinates the fatty acid and then heats with water in the presence of a finely divided metal as zinc or iron. Lewkowitsch alleges that the treatment of monochlor-stearic acid in this manner causes a reversion to oleic acid.

Tissier, in 1897,<sup>7</sup> lays claim to a process for the reduction of oleic acid by nascent hydrogen. Powdered metallic zinc is placed in an autoclave, water and the fatty material containing olein introduced and treated under pressure.

Under the circumstances the glyceride is hydrolyzed to fatty acid and glycerine, and according to Tissier nascent hydrogen is evolved by virtue of the finely divided metal and reduces the oleic to stearic acid. Freundlich and Rosauer<sup>8</sup> claim the Tissier process to be inoperative.

The conversion of oleic acid into palmitic and acetic acids by means of caustic potash in accordance with the Varentrapp reaction<sup>9</sup> has not proved to be of much commercial significance, although it appears that certain firms have been making use of the process in a limited way.

The Schmidt zinc chloride process<sup>10</sup> involves heating oleic acid and zinc chloride at exactly 185° C. while interaction is taking place. "Deviation from this point leads to an increase of liquid substance. Unfortunately the solid candle material must be distilled and the considerable proportion of  $\beta$ -hydroxy-stearic acid (melting point 82° C.) in the crude product is seriously diminished by the partial conversion of this acid into oleic and iso-oleic acids. Thus, from a candle-maker's point of view, a substance of high melting point is rendered practically valueless. Schmidt's process was tried on the large scale in an Austrian candle works. The quantity of liquid unsaponifiable substance obtained was, however, so large that commercial success was out of the question."

Many processes have been proposed based on the well-known action of sulfuric acid on oleic acid. Hydroxy-stearic acid is obtained by steaming the product. It would lead us too far from the present subject to enter into any further discussion of these reactions.

## PROCESSES INVOLVING APPLICATION OF ELECTRICITY.

In 1886, Weineck<sup>11</sup> called attention to the possibility of electrolytic addition of hydrogen to oleic acid. Kuess<sup>12</sup> later attempted to apply the electric current in the steam distillation of fatty acids.

<sup>1</sup>U. S. Patent No. 901,905, of October 20, 1908; see also *Bull. Soc. Chim.*, 1899, 695, 707.

<sup>2</sup>German Patent No. 62,407, of August 8, 1891.

<sup>3</sup>French Patent No. 263,158, of January 16, 1897.

<sup>4</sup>*Chem. Ztg.*, 1900, 566.

<sup>5</sup>*J. S. C. I.*, 98 (1883), 200 (1884).

<sup>6</sup>Lewkowitsch, "Oils, Fats and Waxes," p. 664.

<sup>7</sup>*Osterr. Privat.*, 10, 400 (July 19, 1886).

<sup>8</sup>*Chem. Ztg.*, 1896, 618.

<sup>9</sup>*J. S. C. I.*, 389 (1897).

<sup>10</sup>*Sitz. b. d. Wiener Akad. d. Wiss.*, 72, 366.

<sup>11</sup>*Bull. Soc. Chim.*, [3] 1, 295 (1889).

<sup>12</sup>*Chem. Ztg.*, 1889, 595.

In patents taken out by Magnier, Bragnier and Tissier,<sup>1</sup> the fatty material is acidified with sulfuric acid, whereupon the acidified mass is mixed with 5 to 6 times its weight of water and then under a pressure of 5 atmospheres is subjected to the action of an electric current, which generates hydrogen in a nascent state.

An interesting method of converting oleic into stearic acid is that comprised in the Hemptinne electric discharge process. The method is carried out by interposing a thin layer of the oil in the path of an electric discharge, while bringing hydrogen into contact with the oil.<sup>2</sup>

Fig. 1 shows the arrangement of apparatus for this purpose. The conversion is effected in a chamber having an inlet pipe, H, furnishing hydrogen under constant pressure. Oleic acid is supplied by a pipe, O, to a sprinkling device which discharges the acid onto a system of parallel plates consisting of the glass plates G and alternately the metal plates M, N. The metal plates M are connected to one pole, the others, N, being connected with the other pole of a source of electricity. As the oil passes over the plates the electrical discharge causes conversion of some oleic acid into stearic acid, and analogous compounds having melting points in the neighborhood of 69° C.

Hemptinne prefers to work at pressures less than atmospheric. The yield is lower at atmospheric pressure. By treatment in this manner it is not difficult to secure a yield of 20 per cent. of stearic acid. Repeated treatment permits even up to about 40 per cent. yield. Here, as so often elsewhere, the effect of mass action becomes manifest and as the content of stearic acid increases the speed of reaction greatly decreases. Much better results are obtained by saturating to the extent of about 20 per

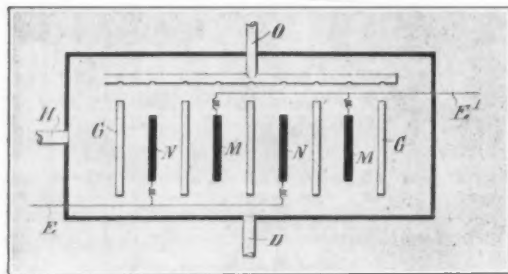


FIG. 1.

cent., removing the stearic acid by pressing, when the oil of reduced stearic acid content is again subjected to the electric discharge, and a further 20 per cent. yield obtained. The oleic residue contains liquid condensation products amounting to about 40 per cent. of the total weight. It is stated that the presence of these bodies does not impair the market value of what some one has termed "electrocuted" oleic acid.

"J. Petersen" also endeavored to reduce oleic acid to stearic acid by allowing an electric current to act between nickel electrodes on an alcoholic oleic acid solution, slightly acidulated with sulfuric acid or preferably with hydrochloric acid. But the yield of stearic acid was small, even under the most favorable conditions, and did not exceed 15 to 20 per cent."

Peterson also endeavored to reduce sodium oleate in aqueous or alcoholic solution to the stearate. No satisfactory results were obtained.

C. F. Böhrlinger and Sohne<sup>3</sup> obtained by the same method much better results when using as cathodes, metallic electrodes, which were covered with a spongy layer of the same metal. They recommend as cathodes platinized platinum, and also palladium electrodes covered with a spongy layer of palladium-black. Nickel electrodes are not as effective.

Kolbe<sup>4</sup> in 1871 states that Saytzeff reduced nitrobenzol to aniline by passing the vapors of the former, mingled with hydrogen, over palladium-black.

About twenty-five years later Sabatier and Senderens began their classic study of nickel and other metallic catalysts.

The work of Sabatier and Senderens laid the foundation for the present processes of hydrogenation of oils. These distinguished chemists first recognized the effectiveness of nickel and certain other metals as carriers of hydrogen and they elaborated a series of brilliant experiments extending over a number of years, which demonstrated that unsaturated compounds, that is, bodies lacking in hydrogen, could be saturated or given the full quota of hydrogen by contact with this gas in the presence of a catalyzer or carrier such as finely-divided nickel. By their painstaking labors the reaction was shown to be one of general application.

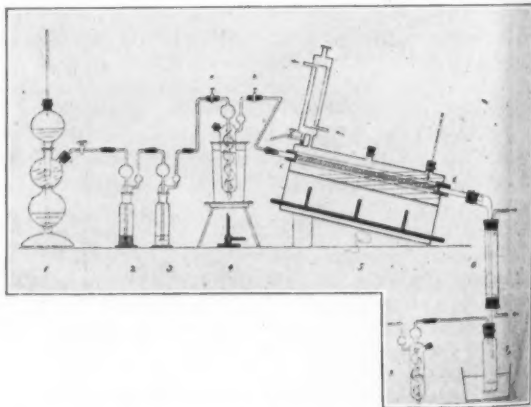


FIG. 2.

Fig. 2 shows apparatus used by these investigators in the hydrogenation of bodies capable of vaporization. In this apparatus, 1 is a hydrogen generator; 2 and 3 are wash bottles and 4 is a vaporizer containing the substance to be converted into a vapor. 5 is a hydrogen chamber containing nickel catalyst and heated by an oil bath. 6 is a condenser.

While a good deal of work has been done on the hydrogenation of fatty oils, the literature on the subject is very meagre indeed and only through the patents which have been issued can we gather from any published records much that is enlightening as to developments in this industry. The patents concerned with the matter have, moreover, been subjected to a great deal of scrutiny be-

<sup>1</sup>Eng. Patent No. 3,363, 1900; German Patent No. 126,446, of October 3, 1899, and additional German Patent No. 132,223.

<sup>2</sup>U. S. Patent No. 797,112, of August 15, 1905.

<sup>3</sup>Z. Elektrochemie, 1905, 549.

<sup>4</sup>Ger. Patents Nos. 187,788, 189,332, 1906.

<sup>5</sup>J. prakt. Chem., [2] 4, 418 (1871).

cause of the alleged basic character of certain of them. For these reasons the following discussion pertains very largely to processes which have been covered by patents in this country or abroad.

(NOTE.—The illustrations herein are largely derived from the drawings of patent records or have been prepared from written descriptions. All details deemed unnecessary in the portrayal of the essential features of these processes have been omitted. The original records should, of course, be consulted for details.—AUTHOR.)

A German patent, No. 139,457, of July 26, 1901, to J. B. Senderens, is probably the first patent record having to do with the reduction of organic bodies by hydrogen in the presence of nickel catalyzers. This patent is for the production of aniline from nitro-benzol and involves passing the latter body in the form of a vapor over heated nickel, copper, cobalt, iron, or palladium in the presence of hydrogen. The hydrogen may be in the pure state or in the form of water-gas.

The first disclosure of the possibility of hydrogenation of oils in a liquid state apparently comes from Le Prince and Siveke.<sup>1</sup> In England a corresponding patent (No. 1,515, of 1903) was issued to Normann<sup>2</sup> and the latter patent has become widely known because of its alleged fundamental character.

Normann states that he may carry out the hydrogenation of oils by treatment either in the form of vapors or as liquids. In the former case the fatty acid vapors together with hydrogen may be caused to pass over catalytic material carried by a pumice stone support. This may be represented by Fig. 3 in which A is a bed containing granular pumice coated with a metal catalyzer. O is an inlet for oil vapors and H is an inlet for hydrogen. The mixture passes through the tube A and the converted material is withdrawn at B. Normann notes, however, that it is sufficient to expose the fat or fatty acid in a liquid condition to the action of hydrogen and the catalytic substance. He states, for instance, if fine nickel powder obtained by

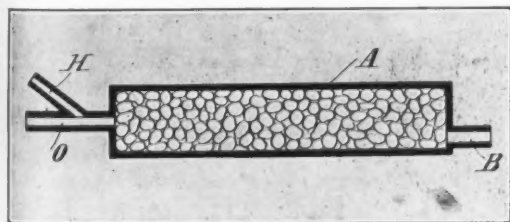


FIG. 3.

the reduction of nickel oxide in a current of hydrogen is added to oleic acid, the latter heated over an oil bath and a strong current of hydrogen caused to pass through it for a considerable time, that the oleic acid may be completely converted into stearic acid.

Fig. 4 shows very simple apparatus, such as might have been used by Normann to this end. A is a vessel containing oil, O, in which fine particles of nickel are suspended while a strong current of hydrogen from the pipe H affords the hydrogen requisite for reduction of the oil. By this means Normann treated the fatty acid of tallow

having an iodine number of 35 and melting at about 46, thereby converting it into a body of improved color having an iodine number of about 10 and a melting point of about

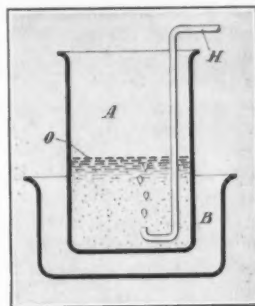


FIG. 4.

58. Normann also states that commercial gas mixtures, such as water-gas, may be used in lieu of pure hydrogen.

The disclosures of the Normann patent are, however, rather meagre and hardly can be considered to comprehensively traverse the difficulties encountered in the practical hydrogenation of oils in a liquid state.

Dr. David T. Day, of Washington, has brought out a process<sup>3</sup> in which he treats, not fatty oils, but hydrocarbon oils, with hydrogen in the presence of what he terms a porous absorptive substance, mentioning palladium-black, platinum sponge, zinc dust, fuller's earth and other clays. Fig. 5 shows one method proposed by Day to this end.

The upper chamber A is filled with hydrocarbon oil, and porous absorptive material such as palladium-black is introduced in the intermediate chamber C by way of the plugged orifice D. Any air present in C may be expelled by flushing out with hydrogen or an indifferent gas. Hydrogen is then admitted by the pipe H until the porous material has absorbed its full quota. The hydrogen gas may be admitted under a pressure of 100 pounds or more

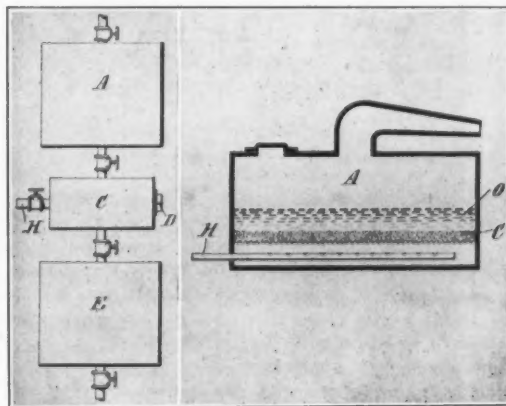


FIG. 5.

FIG. 6.

to the square inch. When the porous material in C has become properly charged with hydrogen, the oil is allowed to run from the chamber A through the chamber C into the

<sup>1</sup>German Patent No. 141,029, of August 14, 1902, Herforder Maschinenfett und Oel Fabrik.

<sup>2</sup>This English patent is owned by a large soap manufacturing house in England and is being litigated at the present time.

<sup>3</sup>U. S. Patent No. 826,089, of July 17, 1906.

collecting chamber E, hydrogen being introduced as required by the pipe H.

In the place of hydrogen, Day states that ethylene or other hydrogen carrying gas or vapor may be employed. By this treatment the disagreeable odor of hydrocarbon oil is in great part removed and the burning qualities of the oil improved. When palladium black is used it is recommended that a proportion of one-half ounce to the gallon of oil be taken.

Fig. 6 shows a modification of Day's process. A is an oil still, in the lower part of which the perforated pipe H serves for the admission of hydrogen. Palladium-black or other porous absorptive material forms a layer, C, on a screen above the hydrogen inlet. O shows the charge of oil. In operating this apparatus the layer of material C is first charged with hydrogen and then oil run into the still. Distillation is carried out while hydrogen gas is being forced through the absorptive material and oil.

The British patent to Bedford and Williams, No. 2520 of 1907, contains probably the first published description of a method of exposing oil to the action of hydrogen by forming the oil in a spray or films in an atmosphere of hydrogen and in contact with a catalyzer of the nickel type. In this manner the patentees state they converted linseed oil into a hard fat solidifying at 53° C. Oleic acid was converted into stearic acid having a melting point of 69° C, and paraffin wax they state had its solidifying point raised 3° C by the treatment.

A peculiar manner of treatment has been shown by Schwoerer,<sup>1</sup> which will be made clear by Fig. 7. The receptacle A, which is heated by the steam jacket S, is provided with what Schwoerer calls a helical pan, shown

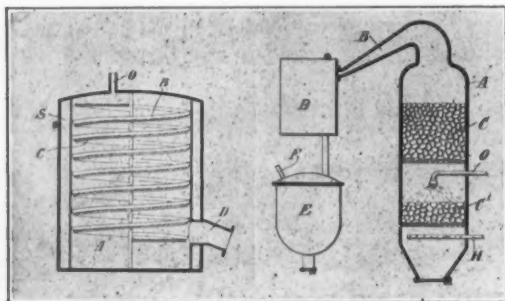


FIG. 7.

at B. The underside of the pan carries a layer of nickelized asbestos. O is an inlet for oil and hydrogen, and D an outlet for the treated material.

Schwoerer states that he first mixes fatty acid and hydrogen by atomizing the oil with a jet of superheated steam in the presence of hydrogen and conducts this mixture through the pipe O, into the chamber A. The temperature maintained in the apparatus is from 250 to 270° C. Vapors of oleic acid come in contact with the layer of catalyzer on the underside of the helical pan and are converted into stearic acid. The product collects, more or less, in the gutter of the helical pan and is removed at D.

The repeated caution given by Sabatier to bring in contact with the catalyzer only the vapors of the material, doubtless led Schwoerer to devise this form of apparatus.<sup>1</sup>

<sup>1</sup>U. S. Patent No. 902,177, of October 27, 1908.

Bedford, presumably with the same caution of Sabatier in mind, discloses, in U. S. Patent No. 949,954, of Feb. 22, 1910, a process which also has to do with vaporization of the oily material. Fig. 8 shows the Bedford apparatus. A still or tower, A, carries two beds of catalyzer, C and C'. This is said to be preferably nickelized pumice. By means of hydrogen under pressure, oleic acid is sprayed from the pipe O, onto the catalyzer bed C'. Hydrogen is admitted through the pipe H. A temperature of about 200° C. and a diminished pressure of about 50 to 100 mm. is maintained in the still or tower A. The vapors of oleic acid mingled with hydrogen pass through the second catalyzer bed C, where more or less conversion occurs, then pass to the condenser D, and finally collect in the receptacle E. F is a connection to a vacuum pump.

Neither this process nor that of Schwoerer is broadly applicable to the treatment of glycerides as these cannot be vaporized without undue decomposition.

<sup>1</sup>Sabatier and Senderens, *Annales de Chimie et de Physique*, [8], 4, 335 (1905), state that "Le métal ne soit jamais mouillé par un afflux excessif de liquide que l'on traite, ou la suite d'un abaissement accidentel de la température du tube." They further say that in the preparation of cyclohexanol and its homologues from phenol or cresol at a temperature but slightly above the boiling points of the latter bodies, sometimes by their condensation, the nickel becomes moistened and immediately becomes almost inactive, due, no doubt, to the surface becoming permanently changed in character by contact with the liquid phenol or cresol.

(To be continued.)

#### ON THE FREE LIST.

Fresh air is on the free list,  
As it has been from the start;  
It's food for all the tissues,  
And it's fuel for the heart;  
There's been no tax on ozone  
Far back as I remember;  
It comes and goes where'er it blows,  
In June as in December.  
And yet, alas! full many folk  
Put up a solid wall  
Against admittance of the air  
That's free for each and all.

Sunshine is on the free list, too.  
As always from the first  
Glad morn when, out of chaos night,  
Its full refulgence burst;  
It pays no tariff duties  
When it enters from the East  
To spread for all America  
A healthful, wholesome feast.  
Yet there are many persons who  
To shut it out are prone  
Along with its twin medicine,  
Marked "Passed, U. S., Ozone."

—Robertus Love.

#### Apparatus for Cooling Soap.

Soap; Apparatus for cooling. A. Jacobi, Darmstadt, Germany. Eng. Pat. 29,048.

METAL sheets, e. g., of nickel, are fixed to the cooling plates by means of cement, and in particular by a tough cement that is liquid while hot and solidifies on cooling.



## ADVERTISING OF PERFUMERY

Address by Thomas Balmer, Chicago, Before the Manufacturing Perfumers' Association, New York, April, 1913.

My only hope in addressing you is that I shall be able to tell you something you don't know—at least I am sure that *some* of you don't know.

It must have occurred to you, as it has to me, that it is rather a remarkable thing that not one of the 358 manufacturers of perfume (the combined sale of whose products exceeds \$15,000,000 per year) has found a way to successfully advertise his product in the magazines.

It is to the possible perfume advertiser that I wish to address these few remarks—to the man who perhaps says "advertising doesn't apply to my business."

It seems remarkable that some of the toilet products, soaps, talcum powder, face cream, etc., can be successfully advertised while perfumes do not seem to be considered in their class, although the manufacturers of some of these products make perfume also.

THE AMERICAN PERFUMER, March issue, makes the statement: "Advertising in the perfume industry is not a bit different from other lines of trade."

Let us look into the advertising of Ivory soap.

Everybody uses soap—they identify it by name and by its qualities, but if they should try to advertise in the same space and in the same way a soap of a new, unknown and peculiar odor and try to get it on the market under that name—let us say "Bulgar"—they would, in all probability score a tremendous loss and failure.

It is because of the methods adopted so far in perfumery advertising that I attribute the failure to find a successful perfume advertiser.

Reading further in that article, the writer says, "Other industries set forth the good points of their wares."

Now, what *are* the good points of a perfume? It is not only in the odor, no matter how delightful it may be.

A little booklet which I published, entitled, "Dwellers by the Road," a trier sampling of over 2,000,000 American homes, tells me the odor most in demand is Violet, and that odor is preferred by one-half of the total demand for all odors among 550,000 of our subscribers. "Rose" is represented by practically two-fifths of the remaining demand.

The balance of the odors mentioned are Carnation, Lilac, Lily, Heliotrope, Lavender, etc.

These odors do not represent in total much more than one-fifth of all odors mentioned as demanded by these 550,000 subscribers.

To my mind, perfume advertising should include *quality, standard, reliability and enduring odors*, with the full measure of weight or quality in the bottle, and for these two standard odors, first, violet and rose.

It is evident from the figures I have just given you that one-half of the persons going into stores and asking for

perfume must be asking for Violet.

What do they get?

The druggist sells them any one of the 300 or 400 different brands which are on the market, and the manufacturer who happens to sell to that drug store is the one who supplies that demand.

Nowhere has any advertising been done by any perfume manufacturer that calls attention to *quality or standard*.

Here is the back-log of perfume advertising.

To build up a demand for these two perfumes, in my belief it would be the easiest thing to do to get all the other various odors, that are more or less asked for, into the stores and also to get into the store and make a demand, in a reasonably short time, for a special favorite new odor,

that the advertiser most desires to sell. On the face of it, advertising an odor that is already in demand, but to create a demand for *your brand* of that odor does not require the sales expense in distribution and avoids the wastefulness in advertising that would be required to start a demand for an odor that can be only limitedly consumed at the best, and the cost of space would eat up a volume of the profits that could not be reimbursed for years to come, and not to any great degree of consumption even then.

The article by Mr. Nye in THE AMERICAN PERFUMER of the same date entitled, "Wanted—A Tiffany in the Perfume Business," is entirely appropriate. There is no Tiffany in the perfume business—that is to say, there is no one dealer whom 90 per cent. of the dealers would say takes the best perfume.

Everybody knows Tiffany as a jeweler.

If any one were to ask you who is the greatest and best jeweler in the United States, you would say, "Tiffany."

That would be a 100 per cent. verdict.

As far as my experience goes, there is not even a 30 per cent. verdict in favor of any American perfumer's goods as being recognized nationally as the best.

In speaking of advertising in this address, I mean magazine advertising—not even daily papers. Daily papers are intended to influence local demand only.

There may be some manufacturers whose goods must be sold almost exclusively in the large cities and therefore they might want to increase the local demand in those cities for their product by the use of papers.

It is true that there are some manufacturers' products consumed now very largely only in the large cities, but that is because they have made no effort to get them on sale anywhere else.

A man who would say that flour or sugar should be advertised only in the large cities would be set down as crazy.

We don't have to educate people into what flour is, we



THOMAS BALMER.

only educate them to buy a particular brand.

We don't have to educate the people into what perfume is, we only have to tell them of a particular brand, and give them reasons why they should prefer that brand and ask for it and take no other.

Perfumes are universally used; some quality or other, some brand or other is sold in every village in every state in the Union.

Advertising is known to be the cheapest form of securing distribution of products, the advertising I am talking about, *not* the kind perfumers have been doing as a rule.

If this claim is warranted, then it does seem that some large manufacturers of perfume are very much asleep in not finding out whether this wonderful power should be used by them, and *how*.

Perfume is accredited with being a product that bears a good profit, but every intelligent, thinking advertising man knows that its profits are cut into very deeply to secure some of the contracts that are now running when the goods are made for the department and other stores under their own label by sampling expenses, store demonstration, and what not.

It is strange that these perfumes which are good enough for the majority of the trade of a department store should not be good enough for the majority of the consumers in the United States, and every bottle of it sold bearing the maker's name.

It is not a stretch of the imagination to say that any department store wanting to supplant any manufacturer's goods, could, at the close of his contract, do it very easily if by no other way than reducing the standard of quality, all of which you gentlemen are very familiar with.

That would mean a good deal of your time and money and enterprise uselessly spent in building up a trade which you are likely to lose at any time because you have no trade-mark of your own. That is the old pure-food experience, that the deterioration of quality always sets up in competition with price.

You can't evade the operation of this law.

The same thing is true of all the wholesale houses distributing to the retail trade.

They have their own brands which you have made for them, and the retailers are the customers of the wholesalers, not yours. Yet the majority of these retailers would *rather* do business with the manufacturers' brands.

You have no enduring hold upon the general public, not one of you.

Mr. Nye, in the second paragraph of the second column on page 8, brings out very clearly the point that I make; that is, that it is quite possible to influence a woman in advance by advertising so that when she thinks "Violet" or "Rose," she will think and ask for the *advertiser's* "Violet" or "Rose."

Mr. Nye states a great truth when he says: "If advertising did not reduce the selling cost it would not be economically sound."

That is exactly what advertising does.

It will do it for the perfumery business, too.

When the School of Commerce at Harvard College made an investigation of the functions of advertising, they took for their first investigation the cost of different forms of distribution of shoes made in the State of Massachusetts; and one of the professors stated, in a lecture at which I was present, that advertising was found to be the cheapest method of securing distribution.

The fundamental laws of success in advertising do not apply to only one product.

They demand that the advertising should be done suitably for that product; that the mediums selected should be the ones that the buyers read; that the circulation should be where those people live; that the goods should be acceptable to the consumer.

There are very few advertisers who hit it right at the first go-off.

No intelligent advertising advisor will say to you: "This is the way and the only way." If he would, you would better beware of him, but there are many advertising advisors who, from many years of experience in many lines of advertising would at least keep you off the shoals that have been encountered by others, and will be quick to recognize the rough waters on the smooth sea of publicity that indicate a sunken rock upon which you might run and from which they will try to keep you as soon as this condition is seen by them and that is developed by advertising experience in your own line.

Agassiz says: "Every great truth goes through three stages. First, people say it conflicts with authority; next, they say it has been tried before; lastly, they say they have always believed it."

Later on some of you will say "it has been discovered before" and others will say "we always believed it."

An article such as Mr. Nye has written makes me regret taking exception to anything he says.

He says: "The class to which a perfumer's product appeals is that part of the public with developed tastes."

Of course I don't know whether he means perfume as a whole or a certain high grade or recognized quality of perfume; but if we can find more extensive users of perfumes than negroes and servants, I should like to know what class it is.

It is a well established fact that that class of people buys either the best or the poorest.

They buy perfume as they dress, either they go slovenly or they imitate the clothes of their mistress. They don't understand the art of dressing suitably to their station.

On the Mexican border, where a man earns 67½ cents per day, he often spends as much as 50 cents of that amount for a bottle of perfume. He feeds his clothes instead of his stomach.

In the July, 1911, issue of *Woman's World*, I asked the question, "What perfume do you use?" to which I received replies equivalent to 868,000 of the 2,000,000 circulation. Now this tells me almost beyond the shadow of a doubt that only four-tenths of the people buying perfume know what perfume they buy.

In the same issue we asked them what odor they buy and from that question we received only the equivalent of 550,000 replies; so that there are fewer people who know the odor they get than there are who know the name of the maker of the perfume they select.

Recently I came across a very good illustration of what advertising does. It appeared in *Sheldon's Magazine*, the Business Philosopher, entitled "The Gibraltar Quality of Continuous Advertising," by Jerome P. Fleishman.

It reads as follows: "If Caruso, unheralded and unknown, were to come to one of your local theaters, he would attract just about as many people as the average footlight singer does. Yet, if it were known that the great tenor would appear, the man in the box office would have

a lively time of it handing out the paste-boards and shoveling in the coin.

"Such is the power of Advertising.

"If one of our big department stores were suddenly to stop all newspaper advertising, within an incredibly short period the people who make that store's existence possible would have transferred their attention to other stores that kept on bidding day after day for their patronage.

"Such is the Gibraltar quality of *continuous* advertising.

"People must be told about the merits of the things they are expected to *want*. Caruso, of course, in the vernacular of the day, 'has the goods.' But it has been the *advertising* of that fact that has brought him fame and fortune.

"And so, too, will the advertising of the fact that *you* have something the public wants, that you stand ready to serve that public, that here, and here, and here are concrete 'reasons why' people should deal at *your* place of business—bring to you *your* measure of success, providing, always, that you 'have the goods.'"

In an interview, the owner of one of the largest perfume businesses in America said the majority of the business is done in the small towns, and he believes the small-town trade is the most valuable trade for the perfume manufacturer.

He says that the country woman is either a perfume critic or else does not use it at all, and his experience is that most of the country women use some good perfume. Poor goods cannot stand up with the small-town woman.

Yet any department store can advertise a sale of perfume and can palm off on the average woman in the city the cheapest sort of stuff, at whatever price the store sees fit to ask.

Some manufacturers do not sell through jobbers at all, and some of them are cutting out a good deal of their department store trade.

In spite of the enormous business in perfume, no one manufacturer's name is very well known to the consumer.

The average woman buying perfume does not know the make but only knows the name of the retailer from whom she buys it.

Some manufacturers' perfumes have been sold solely on their merit, for the woman, not knowing the name of the perfume she buys, simply goes back and demands from her retailer "the same perfume she bought the last time." And *sometimes she gets it*.

The retailer is perfectly agreeable to selling perfume in bulk, as it enables him to make a bigger profit. He buys it cheaper and sells it at bottle price.

From other investigations I have made up my mind that the pure food law might be extended to advantage into the perfume business but guaranteeing the quantity of the perfume the bottle contains, and, furthermore, I should not use fancy, ridiculously high-priced bottles for the sale of perfume, which the people have no use for. They have sense enough to know that they are paying for *bottles*, not perfume.

In an interview had with the managers of a very prominent and fashionable drug store outside of Chicago, covering the sale of special odors, they say regarding the sale of bulk perfume that when people ask for just Rose or Violet, they work off the slow sellers to them, and they sell more of Violet and Rose than all the others combined.

I know a drug store which had odds and ends in bulk

of different perfumes of the United States. The manager told me he put all of the ends of these different perfumes into one bottle and called them "Bouquet," and sold them to people who asked for no particular odor. But of course this could not be done with anybody who asked for a particular known odor or brand.

In the marketing of any line of goods, be it opera glasses or perfumes, there are but three basic principles involved.

First.—The goods.

Second.—Where to Seek Trade.

Third.—How to Seek Trade.

No one will dispute that the manufacturer of opera glasses who sought trade in a Blind Man's Home through demonstration would be likely to score a blank. Yet where an analysis would show conditions to be almost equally obvious, we find blanks being scored in other lines of trade, because the analysis was not made.

Let us take as a hypothetical case, Perfumes.

First.—The goods.

Second.—Where to Seek Trade.

Third.—How to Seek Trade.

To the first point let us concede quality to be right. The second point I will try to cover. The third point I could cover, but won't because that would be poor business on my part.

We come, then, to the second basic principle, "where to seek trade."

This United States of ours is divided, in a merchandising sense, not by States nor by parallels of latitude or longitude, but by comparative sizes of buying communities.

As an illustration: There are only 228 cities in the whole United States with a population of 25,000 or over.

In those 228 cities how many people, think you, are either possible or probable customers for anything which goes to make up the building of a house, from the roof beams to the cement in the cellar? What per cent. of the immense population of New York City do you suppose ever even buy such a thing as a single brick?

General Consumer advertising of bricks would be a poor investment. It is cheaper to reach the comparatively few possible customers in big cities through other means.

Let us take a less obvious case, Flour.

There are 27,000,000 people living in cities of 25,000 and over, and over 63,000,000 in the smaller towns. Where is the flour miller (who brands his goods and seeks to get the consumer to ask for his brand) to find this Consumer out of the 27,000,000 people in the large city field? How many think you do not and never will have a voice in what flour shall go into the bread they eat? For the overwhelming majority of the large city population buys bread, not flour. In the small towns conditions are naturally reversed.

Now as to perfumes, and the same may be said of any luxury. The large city field is the target for every manufacturer, and has been for years. Your salesman can cover a tremendous number of stores in a short time. But so can your competitors' salesman, and they are doing it right along.

Where the trade used to welcome a window display, now they want money for allowing you to do it—and, what's more, *they get it*.

What situation obtains when you try to market your goods in the Metropolitan stores?

(Continued on page 131.)

## NOTES ON CULTIVATION OF ENGLISH PEPPERMINT

By W. A. BUSH

**SOIL.** Peppermint prefers a good, rich, light soil. The depth of soil need not be great as long as it is in good heart. A fair amount of moisture is necessary during growth right up to inflorescence, but plenty of sunshine also is essential to produce a full yield of oil. The soil should have good natural drainage, hence heavy clay soils are not favorable. It will succeed in loamy soil if it is not too heavy, and if it has good drainage such as a sub-soil of chalk or gravel. In fact, as long as the texture of the soil is right, well tilled and well manured it will grow anywhere, preferring, however, first the soils above stated.

**CLIMATE.** The English climate with a little more certainty of a pleasant summer is typical of its wants. Moderate winter, warm rains in spring and summer with plenty of sunshine after June until harvest are necessary to produce a good oil-yielding crop.

**VARIETIES.** Two kinds are grown in England. White peppermint is the original sort grown. It was called "white" to distinguish it from a wild mint of the hedgerows which is of a darker hue. About seventy years ago an enterprising dealer tried the experiment of cultivating the wild mint. At first the oil was rank and coarse, but after years of cultivation it gradually improved in quality and has generally ousted the "white," which is only used by a few old-fashioned druggists and lozenge makers, and is in consequence now little grown. It is only experts who can distinguish between the oils of white and black mints. The yield of oil from black peppermint is greater than from white. The black mint herb is also a stronger grower. American peppermint is all from the black plants, imported originally from the old country (Mitcham, in the County of Surrey). It is considered by all users to be inferior to English; hence its much lower price. The difference is climatic and is not due to difference of soil. This is borne out by the fact that oil produced on various soils in England—chalky, light, friable, sandy, loamy, clay—is all of the same quality.

**CULTIVATION.** The ground must be in a high state of rich tillage. If a meadow or uncultivated land is required for mint it is first allowed to grow various market garden crops for, say, three years, before planting mint. In spring (April to June) shoots from the old beds, specially prepared, are pulled up. The length of these is on an average 6 inches—perhaps more, often less. These are planted on an average, 12 inches apart, in rows also 12 inches apart. They are planted deep, leaving only 2 or 3 inches above the ground, preferably in showery weather when the earth is moist. Planting goes on for two to three months, according to the season. The rows are mended where the plants fail to strike. Nothing is now required to the crop except to keep it scrupulously free from weeds. This is important for the best results. When the plants show flower (that is, when the flowers at the bottom of the spike are well open, but those at the top are barely open), they are cut down with a reaping hook and laid on the ground to harvest. They require turning carefully, once or twice to insure good drying. When dry

they are collected into "mats" and taken to the distillery, where they are treated in the usual manner by the distiller. Often in England it is not possible to get the plants dry, in which case they have to be distilled wet, giving a smaller yield and a green oil. Great care has to be taken not to get the leaves so dry as to become brittle or to drop off. Most of the oil is in the leaves. The herb is cut close to the ground. In normal seasons young mint will grow to become nearly as close as corn. Peppermint throws out runners; these produce the growth of the following year. The eyes along these runners lie dormant during winter. Care must be taken not to destroy these by careless harvesting, ploughing, etc. The runners are on top or just below the surface of the soil. About a fortnight or month after ingathering, good, rotted manure of any kind is spread liberally over the plantations, and it is, then ploughed in. The manure and plants are in this way turned over and buried under about 6 to 9 inches of soil. It is afterwards, at any convenient opportunity, lightly harrowed level. The plough must get under the roots. Beds for pulling mint are prepared thus: The plantations are trenched after ploughing somewhat after the manner of asparagus beds. At distances of 4 feet trenches are dug out with a spade about 12 inches wide and 12 inches deep, and the soil from the trench is spread over the intervening spaces. A little extra well-rotted manure may be spread over these beds. The beds will yield a good crop of peppermint even after pulling. When planting, the part under the soil has the soil above it well pressed down.

**DISTILLING.** The herb should always be distilled as soon as possible after harvesting, especially if it is at all damp. Otherwise the herb will heat and the oil will be lost. When the herb is well dry after cutting it may be left on the ground for some weeks without taking harm. But it is best to get it matted up so as to run no risk of losing leaf. If dry it will keep in the mats for some months without damage. The mats are ordinary archangel mats open at each end. The herb is easily distilled either by steam distillation or over open fires (the old-fashioned way). Stills of from half a ton to a ton and a half capacity should be allowed to run with a gentle stream for about five hours. Most of the oil, however, comes off during the first two hours.

**YIELDS.** In England these vary very much according to the very variable climate. When the herb has grown strongly the oil yield is smaller per ton than when shorter, but, of course, the yield per acre may be enlarged. The yield may be taken as from 15 to 30 pounds per acre.

**GENERALLY.** The manures used are rotted stable or dairy manures. Very few farmers use chemical manures; in fact, none have used them systematically, which goes to prove that they cannot trace any advantage in their use over animal and vegetable refuse. Guano is often used, as are decayed mint herbs (two years old) from the stills,

(Continued on page 131.)



## FLAVORING EXTRACT SECTION

### OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION.

The only official communication circulated during the past month by the Flavoring Extract Manufacturers' Association is a letter from Mr. Thomas E. Lannen, attorney for the Association.

In this letter Mr. Lannen has asked members to furnish certain data on which to base a petition to the government officials in order to secure reasonable variations, etc. It was pointed out that the Federal Net Weight Law will require the statement of net contents to be placed on all packages of food after September 14th. The law provides that reasonable variations from the amounts stated shall be permitted, and also tolerances and exemptions as to small packages shall be established.

Mr. Lannen calls special attention to the following questions:

1. What variation from amount stated on bottles of various capacities should be tolerated? Give full advice on this point on the enclosed blank and consider each size of bottle separately. You know that if you state "2 oz." on a dozen bottles some of the bottles may hold slightly less than 2 oz. and some slightly more. The same is true of other sizes. The question is: how much variation should be permitted for the different sizes of bottles? In this behalf also consider loss by evaporation on standing, and any other thing that may tend to cause the amount in each bottle to vary. If you believe there is a greater variation in some products than in others just state so and give examples.

2. If you sell products other than extracts, some of them by weight, perhaps, give data as to what should be tolerated as a variation from weight stated, due to shrinkage, occasional carelessness of help, or the impossibility of always being absolutely correct, or occasional unavoidable "slips" of weighing machine or filling devices.

3. How small a package do you think should be exempted entirely from any requirement that statement of contents be placed on it? Do you think the exemption should be according to price such as five-cent and ten-cent packages, or according to amount of contents such as 3-oz., 4-oz., 5-oz., or 6-oz. packages?

A blank is also enclosed on which space is given for replies to the following questions:

- Product?
- Manufacturer or Packer?
- Address?
- Container (What kind and size)?
- Is the capacity of the Container guaranteed by the Manufacturer of the container, exactly or within certain limits?
- Is the proper quantity determined solely by filling the container?
- Actual amount packed or filled?
- How do you determine amount packed or filled? (Special information is desired as to wooden barrels and kegs, new and second-hand.)
- Amount labeled?
- How is Container filled?
- Do you use automatic weighing or measuring machinery? Satisfactory?
- Do you weigh or measure by hand?
- Are the containers hermetically sealed?
- Do you label to indicate the weight, measure, or numerical content?

Answer the following fully, giving exact data so far as possible:

1. Variation in capacity of Containers (Average, maximum, minimum).
2. Variation in weight or measure, or both, in filling for each method of filling (Average, maximum, minimum).
3. Variation in weight or measure, or both, after filling (due to climatic, atmospheric conditions, shrinkage, evaporation, etc.) (Average, maximum, minimum).
4. Total variation (Average, maximum, minimum).

What are the principal difficulties you encounter in putting up your products in these respects?

Do you hold that the product should be entirely exempt from the operation of the statute, as a "small package"? If so, state your reasons in full.

General remarks:

State what experiments and tests have been made along these lines, and give all available data, etc.

### MANAGEMENT AND SALESMANSHIP IN THE FLAVORING BUSINESS.

By CHARLES B. HALL, Manager The Lennox Chemical Company, Cleveland, Ohio.

I will confine my line of argument to the flavors and coloring used exclusively for bottling business. Why do some extract manufacturers, selling under established prices, soon fail and go out of business? Because they only consider the actual cost of the raw material when it is mixed together. They do not consider the cost of the bottle, the proportion of the rent occupied by that department, the share of hauling the goods to the depot, cost of excelsior or sawdust, box; labels and other articles necessary to make up a complete package; the foreman's salary and the labor in the department, the interest on the investment, the clerical department, bookkeeper, bill clerks, and stenographers. All must be pro-rated and according to the total amount of business the flavoring department must stand its share by percentage as to the volume of business for all the overhead expense in conducting the business.

A firm will always know what they get for their goods, but about nine out of ten do not know the actual cost. The freight alone on the raw material is as much of an item as the cost of the material used from which the flavors are manufactured.

I believe the best idea is to figure the volume of business you did last year, take the total amount of expense, prorate it to get the actual cost of the flavoring department, divide it into the number of gallons you sold and add that much to your present output per gallon, to get your actual cost until you are able to do so again for this year and you will be surprised to learn that you are not making as much money as you thought. The question then arises as to how you can conduct your business for less money.

The man who commences to cheapen his goods to stand this expense will not improve his business. It is necessary to make your goods better if possible, and keep the prices up.

A small discount, and now and then a reduction in price is what hurts, because you are not in a position to maintain the quality and reduce your cost. Salesmen's expense and expense with the trade is one of the largest features, but the entire amount of this item should be charged direct to the extract department unless they have other goods to sell and if other goods are sold, it should be pro-rated and the actual amount arrived at by percentage, which should then be charged to the flavoring department.

The cost of the salesman ought to be figured separately so as to know exactly the cost of all the goods that he

sells. If he has not made a profit then take into consideration the amount of mail orders from his territory and see if his personality has increased your business. In the end he may be a profitable man even though his direct sales do not show it.

While we are on the subject of salesmen, how many salesmen come into your office who show their weaknesses more than their strength? I have classified the salesmen in the following manner, so that possibly some of them may be benefited by reading this article, raise their standard, and eliminate their weak points:

*The Strategic Salesman.*—A quick thinker to forestall opposition.

*The Enthusiastic Salesman.*—Liable to tell all he knows.

*The Blustering Salesman.*—All noise; has the appearance of a bluffer.

*The Back-Door Salesman.*—One who under-estimates his value.

*The Silent Salesman.*—Displays fear.

*The Combative Salesman.*—Argues his point even though he is wrong.

*The Flattering Salesman.*—Overdoes it.

*The Bribing Salesman.*—A bribe of the slightest nature usually offends the buyer.

*The Idea Salesman.*—New ideas always get an audience.

*The Persistent Salesman.*—Tires himself out; not there at the psychological moment.

*The Reliable Salesman.*—Inspires confidence.

*The "No Backing" Salesman.*—One who promises something his house cannot deliver.

*The Initiative Salesman.*—One who, seeing a point, grasps it. "Why ask for instructions? Do what ought to be done and then submit it for approval."

*The Analytical or Observing Salesman.*—One who can size up a situation upon entering an office.

*The Price Reducer Salesman.*—The buyer never knows when he is at the bottom.

*The Knocker Salesman.*—The best advertiser for his competitor.

*The Dissipated Salesman.*—Lacking in alertness and ambition.

*The Bore Salesman.*—A nuisance; you have to throw him out.

*The Order Taker.*—Short life.

*The Ideal Salesman.*—Confident, self-reliant, the man who knows.

### SODA WATER FLAVORS ASSOCIATION.

Edward Post, secretary of the National Manufacturers of Soda Water Flavors, recently sent to the members from his headquarters in Philadelphia, a sixteen page circular containing much matter of interest to them. One article was by Mr. Post upon "Carbonated Beverages Containing Foam, the Highest Perfection of Antiseptic Foods." Other topics treated were as follows: "Saponin in Germany," "Carbonated Beverages the Enemy of Bacteria," "Data Relative to Saponin and Soap Bark" and "The Mackinac Pure Food Convention."

### Preserving California's Olives.

The *California Fruit Grower* says it is rather understood among olive men of the State that it will be more profitable in future to center attention upon ripe pickled olives instead of upon olive oil, as the competition of imported oils, especially with the tariff reduced, interferes seriously with the sale of the domestic oil. California has nearly a monopoly in olive production in this country, producing 16,132,412 pounds in 1909, as compared with Arizona's 264,895 pounds, these being the only olive-producing States.

### Drawback on Talcum Powder.

Treasury Decision 33,582 amends a previous ruling and provides for the granting of a drawback on various brands of talcum powder made in part of imported talcum powder by Andrew Jergens & Co., Cincinnati, Ohio.

## PURE FOOD AND DRUG NOTES.

In this section will be found all matters of interest contained in FEDERAL AND STATE official reports, newspaper items, etc., relating to perfumes, flavoring extracts, etc.

### FEDERAL.

#### Notices of Judgments Given Under Pure Food and Drugs by the Secretary of Agriculture.

2053.—Loose-Wiles Biscuit Co., Boston, Mass.; misbranding of "Sunshine Suffolk Biscuit (Arrowroot)"; entered a plea of *nolo contendere*; fined \$50.

2054.—Fredonia Wine Co., Fredonia, N. Y.; adulteration and misbranding of so-called grape juice; pleaded guilty; fined \$10.

2055.—Sauerston & Brown, Cincinnati, Ohio; misbranding of confectionery; pleaded guilty; fined \$25, with costs of \$14.65.

2056.—Mihalovitch Co., Cincinnati, Ohio; adulteration and misbranding of so-called blackberry flavored juice; entered a plea of *nolo contendere*; fined \$25, with costs of \$14.65.

2058.—E. B. Muller & Co., Fort Gratiot, Mich.; adulteration of chicory; condemned and forfeited; but on October 11, 1913, a supplemental decree was entered providing that product should be released on payment of costs of the proceedings, and bond of \$500.

2059.—John T. Milliken & Co., St. Louis, Mo.; adulteration and misbranding of nitroglycerin tablets; pleaded guilty; fined \$10 and costs.

2060.—Frances Hollander, Washington, D. C.; adulteration and misbranding of blackberry cordial; pleaded guilty; fined \$20.

2061.—Schloss Crockery Co., San Francisco, Cal.; adulteration and misbranding of so-called concentrated export vinegar; pleaded guilty; fined \$50.

2062.—St. Louis Glue Mfg. Co., St. Louis, Mo.; adulteration and misbranding of so-called gelatine; pleaded guilty; fined \$20 on the charge of adulteration, and \$20 on the charge of misbranding.

2063.—Louis Maull Cheese & Fish Co., St. Louis, Mo.; misbranding of fish; pleaded guilty; fined \$20 and costs.

2065.—Kelley-Whitney Extract Co., Elmira, N. Y.; misbranding of so-called lemon extract and orange extract, and adulteration and misbranding of so-called vanilla extract; pleaded guilty; fined \$25.

2066.—Moyse Bros., Cincinnati, Ohio; adulteration and misbranding of so-called blended peach brandy; pleaded guilty; fined \$25, with costs of \$14.65.

2067.—Roberts Brothers, Baltimore, Md.; adulteration and misbranding of tomatoes; condemned and forfeited; but on payment of all costs, and bond of \$500, product was released.

2069.—W. H. Marvin Co., Urbana, Ohio; misbranding of mincemeat; condemned and forfeited.

2070.—Syra Lukum Co., New York, N. Y., misbranding of "Lukum"; condemned and forfeited.

2071.—F. L. Daggett Co., Boston, Mass.; misbranding of so-called fruit juice; condemned and forfeited; but on payment of all costs, and bond of \$250, product was released.

2072.—Rockhill & Vietor, New York, N. Y., oil of cassia; not U. S. P.; sentence suspended.

2073.—Star Supply Co., Savannah, Ga., adulteration and misbranding of beer; condemned and forfeited; but on payment of all costs, and bond of \$100, product was released.

2074.—Kokomo Canning Co., Kokomo, Ind.; adulteration and misbranding of peas; condemned and forfeited.

2075.—Cordial-Panna Co., Cleveland, Ohio; misbranding of Fernet-L-Branca; condemned and forfeited.

2076.—A. Marcopoulou Syra-Grece, New York, N. Y.; misbranding of Lukoumia (Candy); condemned and forfeited.

2077.—Quaker Oats Co., Chicago Ill.; adulteration of horse feed; part released unconditionally, and the balance condemned and forfeited.

2078.—Arbuckle Bros., Chicago, Ill.; misbranding of pepper; condemned and forfeited; but on payment of all costs, amounting to \$33.55, and bond, product was released.

2079.—Delaware & Atlantic Fishing Co., Millville, N. J.; adulteration of herring; condemned and forfeited.

2080.—D. B. Scully Syrup Co., Chicago, Ill.; misbranding of sorghum syrup; condemned and forfeited; but on payment of all costs, and bond of \$250, product was released.

2081.—Guzetto Bros., Easton, Pa.; misbranding and alleged adulteration of so-called olive oil; condemned and forfeited; but on payment of costs, amounting to \$29.03, and bond of \$250, product was released.

2082.—Brault & DesJardins, St. Paul, Montreal; adulteration and misbranding of jelly; condemned and forfeited.

2083.—William Henning Co., Chicago, Ill.; adulteration and misbranding of vinegar; condemned and forfeited; but on payment of all costs, amounting to \$12.91, and bond of \$200, product was released.

2084.—Robt. A. Johnston Co., Milwaukee, Wis.; adulteration of candy; pleaded guilty; fined \$5.

2085.—Bliss Syrup Refining Co., Kansas City, Mo.; misbranding of syrup; condemned and forfeited; but on payment of all costs, and bond of \$400, product was released.

2086.—H. Meyer, New York, N. Y., adulteration of eggs; condemned and forfeited.

2087.—Ohio Baking Co., Cleveland, Ohio; adulteration of figs; condemned and forfeited.

2088.—French-American Wine Co., San Francisco, Cal.; misbranding of claret wine; condemned and forfeited; but on payment of all costs, and bond of \$800, product was released.

2089.—M. & K. Gottstein, Seattle, Wash.; adulteration and misbranding of apricot cordial; pleaded guilty; fined \$100, with costs of \$31.15.

2090.—Murray & Nickell Mfg. Co., Chicago, Ill.; adulteration and misbranding of powdered stramonium leaves; found guilty; fined \$50 and costs.

2091.—Murray & Nickell Mfg. Co., Chicago, Ill., alleged adulteration and misbranding of powdered belladonna leaves; not guilty.

### Injustice in Notice of Judgment.

In connection with the publication of Notice of Judgment 2082 a serious injustice was done by the framers of the notice at Washington. It appears that the jelly powder in question was sent by a Montreal firm to the A. Colburn Co., Philadelphia, merely to be reshipped to a customer of the former concern as a matter of favor and convenience. The powder was seized in transit before it reached its destination and the Federal Food Inspector requested the Colburn company to care for it temporarily, promising that its name would not be used in connection with the case. When the notice appeared, however, the name was used, and in such a manner as apparently to implicate the Colburn company. The latter never has made nor dealt in jelly powder and the seized powder never even entered its warehouse until taken there, after the seizure, to accommodate the Food Inspector. The Colburn company has written a vigorous protest to the Washington authorities and demanded that a retraction be made. There does not appear to have been any excuse whatever for the misleading phrasing of the notice.

### STATE. Idaho.

The fifth biennial report of James H. Wallis, State Dairy, Food and Sanitary Inspector of Idaho, is replete with evidence of activity and a thorough appreciation of the conditions which are existing in that state. The report gives in detail, in addition to many other matters, the standards required for flavoring extracts and other articles. The following is taken from the report:

The standard for lemon extract is as follows:

"Lemon extract is the flavoring extract prepared from oil of lemon, or from lemon peel, or both, and contains not less than five (5) per cent. by volume of oil of lemon."

The standard brands of lemon extract found on the markets are usually of a high grade. While a good many extracts just barely pass the standard in regard to their

lemon oil content, there are a few that contain two and three times as much oil as the law requires. Sample No. 918, Dependable Extract, was made before the law went into effect. This sample tested only 6.8 per cent. oil of lemon. Number 583 of this same brand tested 15.83 per cent. oil of lemon. Thirteen samples were examined. Sample No. 529 was a trifle low in oil and sample No. 540 was 9.54 per cent. short in volume, while Nos. 598 and 640 contained no measurable quantity of oil.

The standard for vanilla is as follows:

"Vanilla extract is a flavoring extract prepared from vanilla beans, with or without sugar or glycerine, and contains in one hundred (100) cubic centimeters the soluble matter from not less than ten (10) grams of the vanilla bean."

Only five samples of vanilla extract were submitted for analysis. Samples Nos. 539 and 968 were colored with caramel, and while No. 1031 was a true extract, it did not have the name of the manufacturer on the label.

True extracts of strawberry, raspberry, pineapple, banana, blackberry and peach have thus far never been made and all such extracts sold must be branded distinctly, "artificial."

Samples Nos. 1194 and 1195 were sent in and claimed to be true extracts, but the amount of the samples submitted was so small that very little information could be obtained from them. Their flavor was very poor, however, and they seemed to be alcoholic extracts of the dried fruits.

The words "double" and "triple" are still found on some of these extracts. Usually these terms are found on old stock. The terms are misleading and deceptive and should not be used.

### New York Net Weight Law.

State Attorney General Carmody has handed down an opinion that the new Net Weight and Measures Law, which went into effect in June in New York State, covers articles shipped into this state from other states. He declares there is nothing in conflict between this law and the federal statute on the same subject. He holds that any person in this state selling goods in containers must mark the same or make a representation of the quantity delivered, irrespective of whether they come from other states or not.

### No Saccharin in New York.

Following a decision from the Justices of Special Sessions, who declared that the use of saccharin in food was against the law, Health Commissioner Lederle of New York City has sent out circulars containing the decision of the court and warning all users of saccharin that they were liable to punishment under the New York Sanitary Code. Already a number of manufacturers of food supplies have been convicted.

### North Dakota.

Commissioner Ladd's special bulletin No. 14 contains evidence of a great amount of work. Of interest to our readers is the following:

9483.—Extract of Lemon. Sodelishus. Northern Manufacturing Co., Minneapolis, Minn. 100 per cent. alcohol. Alcohol 72.6 per cent.; oil of lemon 2.5 per cent. Illegal. Bulletin No. 16 contains the following:

9563.—Flavoring of Vanilla. Coumarin and Vanillin Compound. Weight 1 5/6 to 2 1/6 ounces. Griggs, Cooper & Co., St. Paul, Minn. The range is too wide. There is practically no vanilla present; the product being made from vanillin and coumarin colored with an artificial pink dye in imitation of vanilla. Illegal.

### Canada.

In a report of the results of analytical work on samples of cinnamon and cassia in the laboratory of the Canadian Inland Revenue Department, which is published in Bulletin No. 251 of that department, A. McGill, chief analyst, states that a discrimination between these two spices is difficult to maintain, and says it will be necessary for the department to establish standards for these conditions, particularly in regard to their ash content.



## TRADE NOTES

The engagement has been announced of Miss Aurelia Louise Wright, of New York, to Mr. William John Buedingen, of Rochester. Mr. Buedingen is the son of Mr. Ferdinand Buedingen, president of the Buedingen Box & Label Co.

In September the golden wedding anniversary will be celebrated by the parents of Mr. Ferdinand Weber, of George Lueders & Co., New York. Mrs. Weber and their three children sailed on the *Imperator* July 19, and Mr. Weber will follow on that vessel's next trip.

A semi-annual conference of the selling staff of Ungerer & Co., was held at the home office, 273 Pearl street, about the middle of this month. Mr. E. G. Spilker, who is manager of the Chicago branch, and Mr. Edward Trippe, manager of the Philadelphia branch, were present, and the others in the conference were Messrs. W. G. Ungerer, F. H. Ungerer, C. H. Russell and P. R. Dreyer. The business of the past six months, which has been very satisfactory, had been gone over, and plans made for progressive work in the fall.

Mr. Arthur C. Herbert, the hustling manager of Innis, Speiden & Co.'s Boston office will sail August 5 for an extended trip to Europe.

Mr. J. Judd Mason, of J. Judd Mason & Co., this city, sailed from Montreal on July 10 on the steamship *Empress of Britain*. He expects to be gone abroad for six or seven weeks.

Mr. Carl Schaezter, president of the Compagnie Morana, New York, was a recent visitor to Chicago to attend the summer dinner of the Perfumery, Soap and Extract Makers' Association of Chicago.

Mr. L. F. Shelor, general manager, and Mr. R. B. Shelor, a director, of the Retailers' Co-operative Association, of Salem, Va., were recent visitors to New York. They manufacture drug and grocery specialties.

Mr. W. A. Peters, perfumer for Vantine & Co., New York, had to submit to a second operation for appendicitis on June 14. He was operated the first time about a year ago. The second operation is expected to restore him to first class shape, and we join his friends in wishing him a speedy recovery.

Mr. J. S. Richmond, of Van Dyk & Co., New York, has left with his family for a few weeks' vacation at Fleishmann's, Catskill Mountains, N. Y.

Dr. S. H. Baer, first vice-president of the Flavoring Extract Manufacturers' Association of the United States and of the Blanke-Baer Chemical Co., St. Louis, Mo., was a visitor to New York City this month.

Mr. Carleton Ellis, industrial research chemist and

engineer, who is writing for us a special series of articles upon oil hardening, with particular reference to oils used in soap manufacture and as foods, has a very complete and extensive experimental and testing laboratory at Montclair, N. J.



MR. CARLETON ELLIS.

Mr. Ellis was born, in Keene, N. H., in 1876 and was graduated from the Massachusetts Institute of Technology in 1900. For two years afterward he was one of the instructors in chemistry, specializing in oils, fats, etc. Since 1902 he has practiced his profession as a consulting and engineering chemist. The work of Mr. Ellis on the hydration of lime led to the development of the continuous process of lime hydration now in use in a large number of the more important lime plants in this country.

He also is known throughout the paint and varnish trade because of basic patents on paint and varnish removing compositions which have been through much litigation and have been sustained repeatedly.

Mr. Ellis has taken out some 200 patents relating to chemical matters, oils, fats, soaps, fertilizers, lime and cement, fuels and combustion, sulphite liquor recovery and utilization, as well as heavy chemicals, many of which are in everyday use by large concerns. At the Jamestown Exposition in 1907 the Bureau of Modern Inventions granted gold medals to him, the only award of this character which was made in that division of the exposition.

The hardening, of hydrogenation, of oils is a subject on which Mr. Ellis has been specializing for a number of years, carrying on exhaustive investigations and experimental work on a comparatively large scale, working out the chemical and engineering problems connected with this process.

Mr. Ellis is a member of the American Institute of Chemical Engineers, the Society of Chemical Industry (London), the American Chemical Society, the Franklin Institute, the International Congress of Applied Chemistry, the Chemists' Club, and the Drug and Chemical Club, New York.

A piece of "ambergris," said to weigh sixty pounds, was picked up recently off Gull Island by Frederick H. Fitch, an engineer in the United States Quartermaster's Department, and living at 78 Waller street, New London, Conn.

Mr. L. A. Van Dyk, manufacturing chemist, 50 Warr street, New York, is now on a few weeks' business tour through the Middle West.



Mr. James E. Davis, vice-president and general manager of the Michigan Drug Co., Detroit, Mich., returned from a trip to Europe on June 21 aboard the steamship *France*, of the French line. He reports a pleasant sojourn beyond the seas.

Mr. Richard Hudnut, New York, returned from his annual visit to the French Riviera on the *France*, June 21. He is spending the summer at his Adirondack camp, Fox Lair.

According to the *Berliner Börsen-Courier*, archaeological excavations undertaken in Aquileja, between Beligna and Belvedere, resulted in the finding of an urn in a tomb, which probably dates from the fourth century A. D., containing, among other articles, a small perfume bottle. The dried-up remains, which are 1,600 years old, were found by Professor Majonica to be ladanum resin. This odorous, tough resin exudes from the leaves and twigs of the Cretan rock-rose (*Cistus creticus*).

Mr. Julius Koehler, of Fritzsche Bros., has returned to New York after a pleasure trip to Europe which lasted for two months. During his stay abroad he visited points of interest in Germany, Italy and France.

Mr. William A. Ingersoll, associated with the New York branch of Pedro Tremari & Co., vanilla bean curers, of Papantla, Mexico, sailed for Europe on June 14, expecting to be abroad for about six weeks.

Fire on June 16 did \$20,000 damage to the chemical and perfumery plant of F. F. Ingram & Co., 50-56 Tenth street, Detroit, Mich. The firemen were able to confine the flames to the part of the factory in which they originated.

Mr. Henry C. Fairchild, president of the Fairchild & Shelton Co., soap manufacturers, Bridgeport, Conn., has retired after forty years of activity. In the reorganization Mr. Ralph Fairchild, his nephew and son of his deceased partner, Mr. A. B. Fairchild, becomes secretary of the company. Mr. Matthew H. Rogers, formerly secretary of state, is general manager, and the new president is Mr. Wells, a Bridgeport capitalist.

Mr. O. E. Stevenson has gone from Philadelphia to Des Moines, Iowa, where he has organized a \$100,000 company and leased a plant for the manufacture of bath and laundry soaps. Mr. Frank Mason is associated with him in the enterprise.

Bowering Soap Co., Detroit, Mich., has had plans prepared for a capacious three-story brick factory in Salliotte road, Ecorse. The company has \$75,000 capital and the officers are: William J. Kengel, president; H. W. Bowering, vice-president; F. J. Sindlinger, treasurer; H. J. Farrell, secretary. Mr. Bowering has been in the soap industry in Michigan for twenty-two years.

Arrangements are being made to hold a Drug Trade Exhibition and Conference in the Grand Central Palace in this city from October 2 to 9 under the auspices of

the Long Island Drug Club and co-operating organizations. The exhibition will consist of the usual goods to be seen at such exhibitions, including perfumeries, soaps, and toilet specialties. Diplomas and prizes will be awarded by a board consisting of Dr. Thomas Darlington, formerly Health Commissioner of New York City, university professors and others of prominence. Communications should be addressed to Mr. Edward E. Haskell, director, 480 Lexington avenue, New York.

G. C. Bittner Co., Toledo, O., manufacturers of perfumes, has obtained permission from the Ohio Secretary of State to reduce its capital stock from \$25,000 to \$10,000. G. C. Bittner has retired as head of the concern, which is now under the direction of Robert M. Luckey. The company recently moved into new quarters in Madison avenue.

Mr. Frank R. Leonori, doing business as Frank R. Leonori & Co., importer of olive oil, etc., at 76 Pine street, this city, has filed a petition in bankruptcy, with liabilities of \$26,441, and nominal assets of \$28,678. Among the creditors are the Chatham and Phenix National Bank, L. Littlejohn & Co., and the Southern Cotton Oil Company.

San Jon Soap Company of Amarillo, Texas, in closing a deal for the purchase of the Imperial Soap and Oil Co., of Oklahoma City, planned to incorporate this month. The Amarillo plant will be moved from Amarillo to Oklahoma City, and the capacity of the plant thereby will be increased. Nothing but toilet soaps will be manufactured. By consolidating the two plants, the trade territory will be increased. The new company will incorporate for \$100,000. Some new processes in soap manufacture will be tried, and a metal polish made from a by-product will be produced.

Peerless Tube Co. is now occupying its extensive factory recently completed in Bloomfield, N. J., 1 to 21 Locust Avenue, where it has a large number of cylinder and offset presses for the decoration of collapsible tubes. The company also has added a plant for the manufacture of pure tin tubes.

Fourteen directors of the Chamber of Commerce of the United States arranged to make a tour of the Western States, starting with Nebraska on July 6 and reaching San Francisco on July 14 for the regular bi-monthly meeting of the board. Later it was intended to visit Pacific Coast States, ending the tour July 27. The object is to get in closer touch with the business interests in the west. One of the directors making the trip is Mr. Wilmoughby M. McCormick, of Baltimore, Md., who represents the Flavoring Extract Manufacturers' Association in the Federal Chamber. Advance information issued by the Chamber contains a brief biographical sketch of Mr. McCormick.

Perfumery weighing 1,400 pounds and contained in 143 packages, valued between \$4,500 and \$6,500, was stolen on the night of July 8 from 92 Beekman street, the New York depot of the Rigaud-Vial Co., of Paris. William Parentini, a shipping clerk, discovered the robbery the next morning. Every desk in the depot had been jimmied and the place was in general disorder. Dr. Frederick

S. Mason, the New York manager, had sailed for Europe on July 8, prior to the burglary. Dr. John H. Hecker, who was in charge, said that the company had no burglary insurance. The thieves also visited the store of E. Fougere & Co., next door at 90 Beekman street, but obtained no plunder of value. This company is sales agent for the Rigaud-Vial Co., and entrance was made through a connecting floor. Two policemen were on fixed posts within sight of the buildings at night and a watchman guarded a building being constructed near by, but none saw the plunder taken away. On account of its bulk the police said a truck must have been used. They decided that the job was "a very mysterious one."

A gentleman visiting a jail noticed a colored man of his acquaintance whom he had never known to be guilty of wrong-doing.

"Why, Jim, what are you here for?" he asked.

"I don't know, suh," replied the Negro.

"Well, what have you been doing?"

"Nothin' 'tall, suh—nothin' 'tall."

"What made 'em put you in here, then?"

"Well, dey sez, boss, I wuz sent up fur fragrancy."

Fritzsche Brothers, essential oil importers and manufacturers, announce that they have conferred upon Mr. Frederick Henry Leonhardt, affiliated with that house for many years, the full power of attorney with the right to sign for the firm.

Ungerer & Co., of this city, announce the new location of their San Francisco branch office at 417 Market street, in the Lachman Building. This branch office is under the supervision of Mr. E. G. Spilker, the Chicago manager, who is assisted by Mr. J. W. Daly, who makes his headquarters in San Francisco.

Mr. T. E. Crossman, official reporter for the Manufacturing Perfumers' Association, engaged passage to go to the other side, accompanied by Mrs. Crossman, on board the steamship *Minneapolis*, which sailed July 12.

Bollinger-Babbage Co., Louisville, Ky., a large wholesale grocery house, will soon establish a laboratory for the manufacture of flavoring extracts and toilet preparations.

Bulletin No. 125, issued by the De Laval Separator Co., 29 East Madison street, Chicago, Ill., is well worth reading by all manufacturers and business men who are interested in using a filtration process for the production of clearer and cleaner products to which the system can be applied. The company controls the invention of Dr. De Laval in 1878 of his continuous cream separator, together with the manifold improvements since made in the utilization of centrifugal force in clarifying and filtration as applied to various industries, among which are oils, fruit syrups, extracts and similar liquids. The bulletin fully sets forth the principles and advantages of these machines.

New York essential oil houses generally observed the triple holiday due to the Fourth of July falling on Friday this year.

Mr. M. B. Tage has established the Tropical Soap Works at Jacksonville, Florida, and operations have been begun.

Our readers will note by the change in the signature to the advertisement of Messrs. E. Sachsse & Co., Leipzig, Germany, that they have appointed Messrs. Pfaltz & Bauer, New York, as their American agents. The House of Sachsse is one of the oldest and largest in the essential oil industry, in Germany, and is well known in this market. Messrs. Pfaltz & Bauer have been established for a number of years, giving most of their attention to heavy chemicals, but have now established a department for fine aromatic chemicals and essential oils used by perfumers and soapmakers.

Chicago Perfumery, Soap and Extract Makers' Association held its summer dinner on June 25 in the Bismarck Garden in that city. About forty-five were present, including ladies, and Mr. Blocki was warmly welcomed, for this was his first appearance since his recent accident. Solids and many liquids were plentiful, and music added to the enjoyment. The entertainment committee, composed of Mr. Merrell, Mr. Bartold and Mr. Long, worked assiduously to make the affair a success and the members are looking forward to another event soon of the same kind. Mr. Weber, the secretary, will sail for Germany on July 20.

Annual meeting of the Society of Chemical Industry is being held in Liverpool, Eng., July 16-19. Aside from the usual business, the arrangements provide for an inspection of numerous manufacturing plants, excursions, dinners and other forms of entertainment.

The annual convention of the American Pharmaceutical Association, beginning at Nashville, Tenn., August 18, will present two new features, the inauguration of the House of Delegates and of the newly established Women's Section. The House of Delegates will act in an advisory capacity to the association and the Women's Section will be devoted to the largely increasing number of women pharmacists in the country. A full quota of papers will be read in the regular sections. J. O. Burge, Ph. G., local secretary, announces that visitors to Nashville will be generously entertained.

National Association of Retail Druggists will hold its fifteenth annual convention in Cincinnati in the week beginning August 25.

Mr. George V. Gross, essential oils, synthetics and soap makers' supplies, 30 Old Slip, New York, has issued a handsome wall calendar in the mid-year period, something rather unusual. The calendar covers the months from June, 1913, to May, 1914, and will be found very useful.

Winona (Minn.) *Daily Republic* announces that the Old Country Green Soap Co. has gone into business there as the successor to the Norgaard Soap Co., which went into bankruptcy after its president, George Norgaard, disappeared. Mr. W. J. Smith, trustee in bankruptcy, sold the property to the new owners in May and they have engaged an experienced soap maker and will proceed with the business. The chief product, Old Country Green Soap, is popular in Minnesota and an expanding demand is predicted for it. In the rehabilitation of the plant Mr. James M. Tawney and other prominent citizens of Winona are interested. No trace of the missing former president has

been found and inquiries in Denmark, from whence he claimed to hail, disproved all of his statements in that respect.

McCormick & Co., Baltimore, Md., have just purchased in fee property to the north of their present holdings, heretofore owned by the Dreyer Co. The building will be connected with the big five-story factory and warehouse which the McCormicks erected after the great Baltimore fire. Two years ago a previous enlargement was forced by the company's growing business, other properties and warehouses having been purchased in the Pratt street block and connected with the main building. The new purchase gives McCormick & Co. an area of four acres, almost the entire block bounded by Pratt street, Lombard street, Concord street and West Falls avenue. The frontage in Concord street is 372 feet, with 321 feet in West Falls avenue. The new addition will be utilized by the printing department and part of the spice packing department. The offices will be in the Pratt street frontage.

"My wife," said Mr. Clarke, "sent two dollars in answer to an advertisement of a sure method of getting rid of superfluous fat."

"And what did she get for the money? Was the information what she wanted?" asked Mr. Simmons.

"Well, she got a reply telling her to sell it to the soap man."

#### THE KNOCKER.

Hammer and clang!

Hammer and clang!

List to the Knocker with clamor and bang,

Lamming and slamming,

And jamming and ramming,

Sniffing and biffing, with clatter and clang—

Hitting to right of him—

Oh, the great might of him!

Striking to left of him—

Just watch the cleft of him!

Whacking and cracking each head on the way,

Rapping and slapping by night and by day—

None can escape from his clamor and clang!

Refuge is none from his hammer and bang,

Whanging away

Day after day!

Still, let him hammer and hammer along!

Think not to shrink from the sound of his gong!

Maybe on you

He beats his tattoo,

Filling your life

With anger and strife—

Yet let him hammer and clamor away

Day after day;

Heed you his clamor, and list to his say.

You are the steel to be fashioned, and he—

He is the Hammerer, destined to be

Just what you need in the difficult quest,

Seeking the boy, who, with hammer and bang,

And clamor and clang,

Scolds you and molds you, providing the test

To prove that your metal is wrought of the best!

—John Kendrick Bangs, in Harper's Weekly.

We have just learned about a famous little fishing party composed of Mr. C. H. Stuart, and Mr. Charles Clark, of C. H. Stuart & Co., Newark, N. Y.; Mr. R. R. Corson, of Sovereign Perfumes, Toronto, Canada, and Mr. W. E. Burns, of the Compagnie Morana, New York, on Sunday, May 11, at one of the many lakes in Algonquin Park, in the Muskoka region. Messrs. Corson and Burns were in one of the canoes, and while they were intent on sport, a gust of wind overturned the canoe and threw both of them into the water. But from other sources the report comes that they were hauling in fish so rapidly that they became dizzy and fell overboard. We have often heard of dizziness due to various causes on Sunday mornings, so this latter report bears the stamp of plausibility on its face. Luckily both men are good swimmers and managed to reach shore safely, by holding on to the canoe.

A FOOL AND HIS HAIR.—The following humorous poem, written for Richard Carle by Leo Carillo, is from the *New York American*:

A fool there was and he lost his hair

(Even as you and I).

Some called him the man who did not care.

We called him the boob with the dome so bare,

(For now, like heaven, there's no parting there),

Even as you and I.

Oh, the years he'd waste and the tears he'd waste

And the work of his head and hand,

And why his hair would die he didn't know why

(And now we know he never knew why)

And never could understand.

Oh, the time he spent and the coin he spent,

And to rescue his locks was his sole intent;

But the tonics he used weren't worth a cent,

So his hair just went and went and went,

(For a hair must follow its natural bent),

Even as you and I.

The fool was stripped to his foolish hide,

So he bought a toupee to cover his pride,

And to save his hair he tried and tried,

But TWO of them lived and THREE of them died,

Even as you and I.

SHE "BRUNG" IT.—"Has the toilet soap come?" inquired Mrs. Jimpson.

"Yes'm," replied the new maid; "I put it on your dresser."

"Was it scented?"

"No'm, it wasn't sented. I went to the drug store myself and brung it."

"I understand that Mr. Crabwell started in life by borrowing fifty dollars. You must admire a man with courage like that."

"No, I don't," replied Mr. Growcher. "The man I admire is the one who had the courage to lend him the fifty."

William Gray, the eminent old time Boston merchant, was once having some carpenter work done and had occasion to reprimand the workman for carelessness. The man turned upon him and exclaimed: "Bill Gray, what

right have you to criticise me? Why, I knew you when you were only a drummer!"

"Well, Jack," replied the old merchant, "didn't I drum well, eh? Didn't I drum well?"

Let those who rail and scoff at English humor henceforth hold their peace, for here is a gem from *The Oil and Colour Trades Journal*, London, that one would greet even in *Punch*:

"We are told when some of the Turkish artillerymen opened their reserve ammunition chests in a recent battle they found them filled with soap. This was, indeed, enough to make them wash their hands of the fighting."

The eleventh annual convention of the Barbers' Supply Dealers' Association of America, will be held in Chicago, August 12 to 14, inclusive. The Ladies' Auxiliary has arranged a most enjoyable series of entertainments, including a theatre party, boat outing on Lake Michigan, banquet, etc.

Francis X. Dietlin, manager of the vanilla bean and Mexican products department of the American Trading Company, has returned from a two months' visit to the Papantla and Gutierrez-Zamora districts of the State of Vera Cruz, Mexico. Mr. Dietlin, who was accompanied on his trip to the Mexican vanilla bean regions by John de Redon, also of the American Trading Company, and by Gustave Shaw, of Thurston & Braidich, made the voyage homeward on the steamship *Monterey*, arriving here on Independence Day. Mr. de Redon returned to this city a week before Mr. Dietlin.

#### Publications, Price Lists, Etc., Received.

RICHARD HUDNUT, New York and Paris.—We have received from this perfumer a handsomely bound and attractive price list for 1913-14, which probably is the best catalogue we ever have seen. Full details are given of the Hudnut specialties in perfumery and toilet preparations, the text being printed in black with artistic old gold borders and the illustrations being faithfully and delicately shaded in true tones of color. The list includes standard perfumes, concrete essence violet, toilet waters, smelling salts, violet sec and gardenia specialties, face and bath powders, skin and complexion preparations, toilet soaps, manicure specialties, hair, tooth and breath preparations. The view of the New York show room, in Louis Seize style, is a gem in illustration. It is at 115-117 East 29th street, this city.

L. A. VAN DYK, 50 Warren street, New York.—The Van Dyk wholesale price list of essential oils, chemicals, natural and artificial flower products, just issued. Besides the complete list of products in the perfumery line which the firm handles, quotations are made on soap mixtures, perfume colors and soap colors.

STAFFORD ALLEN & SONS, London, Eng.—Wholesale price list of essential and expressed oils for July-August is at hand. Quotations also are given on Allen's oleoresins, powdered drugs, etc. The market report shows almonds strong, bergamot easy, cloves easy after a sharp fall, lemon at famine prices and peppermint oil easy.

#### NEW CORPORATIONS.

Maldehyde Chemical Co., Memphis, Tenn., with \$50,000 capital stock, has been incorporated by E. W. Ford, C. A. Gerber, J. M. Fowler, R. R. Ellis and H. M. Johnson

Herba Laboratory, New York City, to manufacture flavoring extracts, has been incorporated with \$50,000 capital stock by A. Matera, C. M. Conforti and H. F. Maresca.

Benzene Soap Co., Kansas City, Mo., capital stock \$100,000, has been incorporated by John Willoughby, H. W. Allison and F. W. Schooley.

Curts Chemical Co., Inc., Manhattan Borough, New York City, \$100,000 capital stock, has been incorporated by J. A. Glennon, Bloomfield, N. J.; R. F. Katz and D. C. Britt, New York City.

Bakers' Specialty Co., Newark, N. J., deal in food products, \$25,000 capitalization, has been incorporated by H. Lindeman, T. F. Fagan, Newark; L. S. Fagan, Harrison, N. J.

Hygi-Sanit Co., Manhattan Borough, New York City, drugs, etc., capitalized at \$125,000, has been incorporated by E. J. Ewein, D. Taubenfeld and I. Simon.

United States Pure Food Co., Portland, Me., manufacture and deal in food products, capitalized at \$1,000,000, has been incorporated by A. F. Jones, president, and T. L. Croteau, treasurer, of Portland.

Ajax Chemical Co., Westfield, N. J., with \$50,000 capital stock, has been incorporated by L. H. Phelps, H. W. Evans and A. B. Flag.

General Sanitation Corporation, Manhattan Borough, New York City, manufacture and deal in sanitary appliances, capitalized at \$50,000, has been incorporated by H. S. Mackaye, H. D. West and A. A. Paxton.

Atlas Preserving Co. of America, Inc., Belleville, N. J., to manufacture preservative compounds, paints, etc., capitalized at \$100,000, has been incorporated by T. H. Thatcher, London, Eng.; W. S. Gordon, Upper Montclair, N. J.; R. N. Chipman, New York City.

#### IN MEMORIAM FOR DEPARTED FRIENDS.

ALEXANDER BUSH, of W. J. Bush & Co., New York, July, 1908.

E. C. METZ, Palmetto Soap Co., Charleston, N. C., July, 1908.

NORMAN BURDICK, Burdick & Son, Albany, N. Y., July, 1908.

G. LEONE, Les Hesperides, Calabria, Italy, July, 1908.

EUGENE MIANNAY, perfumer, July, 1908.

ANDREW P. BEDFORD, soaps, July, 1909.

ADOLPH LEBERMAN, of L. M. Leberman & Sons, soap manufacturers, Philadelphia, July, 1910.

P. TREMARI, vanilla beans, Papantla, Mex., July, 1912.

WILLIS J. POWELL, soaps, St. Louis, Mo., July, 1912.

#### Obituary Notes.

William Geary, president of Kirk, Geary & Co., Sacramento, Cal., died on June 9. Mr. Geary went from New England to California in 1862 and was a pioneer in the wholesale drug trade of the Coast.

David Seymour Brown, founder of the D. S. Brown Soap Co., died at his home, 881 West End avenue, this city, on June 22. He was 75 years old and retired several years ago. His widow, two sons, David S. Brown, Jr., and Arthur C. Brown, with a daughter, Mrs. John S. Sutphen, survive.

Edward C. Neidt, formerly a soap manufacturer of Trenton, N. J., died in June at San Diego, Cal., where he went in 1882. He leaves a widow and three daughters. For a time he was in the soap industry in Los Angeles.



## ADVERTISING OF PERFUMERY.

(Continued from page 121.)

Have they a private brand?

If so, what percentage of efficiency as a channel of distribution does this store present for you?

If not, how much push is going to be put behind *your* goods when they carry many other lines, and where every one with a perfume to sell is using every effort to nose you out?

Where is it that the word "imported" can work most magic?

Now let us look for a moment at the other field, 63,000,000 people averaging per capita, a very much higher class (do not overlook the fact that where there are fifty persons to a block in Fifth avenue, there may be 3,000 to 5,000 in the San Juan District or Second avenue), etc., etc.

Does it not mean something to you that there are approximately 177,000 stores which are possible and probable distributors for a manufacturer of branded perfume in the small town field, 177,000 stores which cater to over 63,000,000 of the best *average* American homes?

What would you give for a new idea in your business?

I know a concern that has a standing notice in its office and pasted in its factory: "Will pay \$25 for any new idea of value to us that we can use in our business."

Advertising is not a new idea, and perhaps some of the things that these people pay \$25 for are not new ideas, either, but are old ideas adapted to use in that business.

I am not going to ask you to pay me \$25 for giving you the idea of advertising, but the successful use of the idea of advertising in anyone's business who has the right kind of goods if adopted would be worth many times over the \$25.

Every country until quite recently recognized only two arms of service for offence or defence in war, the army and the navy. Today there is a third arm of service. We now have the war-balloon, the aeroplane for war; and so in merchandising there have only been two arms of service that have been seriously considered heretofore. One is the goods, and the second is the distribution through salesmen, whether through jobbing houses or retailers.

Advertising presents for your consideration the third arm of service in merchandising, and like the airship it has been told it couldn't be done, and like the airship it is doing it, the attack on the consumer to help the distribution.

Don't let the simile of being "up in the air" have anything to do with your consideration of this problem. As certain as that a war-balloon can drop a bomb on a space the size of a battleship, from a height of two miles, three times out of five, it is just as certain that the man who goes into advertising in the right way, three times out of five, will drop a bomb on his competitors from his superior elevation of outlook for business. He will drop a bomb from his aerial warship upon the more antiquated though time-honored and intrenched methods.

Because a thing is old does not necessarily mean that it is good to do, frequently to the contrary. Age and respectability of methods do not qualify them as good, profitable or suited for the present day.

I had an advertiser say to me quite recently: "I am not going to change, I am going to do what I have been doing for the last ten years."

It requires no argument to convince any intelligent advertiser that is sufficient reason why he *should* change;

and it would indicate that he had only thought of this subject and gave his decision ten years ago and had not thought of it since.

It would be safe to say that every such advertiser is out of date and doing very expensive, extravagant, wasteful advertising.

In the September, 1912, issue of *Pearson's Magazine*, appears an article on advertising by Arnold Dosch, in which he pays his respects to the unfair and misleading statements made by bargain sales and even general sales of goods in many of the department stores. He says:

"The stories in which you find value as advertised are in the minority."

"That the purchasers in half of these stores have been deluded by false advertising."

"Imitation has become a fine art, and has been carried on so extensively that imitations are often being sold in much larger quantities than the things after which they have been copied."

Now it is quite clear to my mind that manufacturers doing business with such stores as pursue this policy (and unfortunately there are too many of them) are going to find it more and more difficult to obtain the sale of any product they make under the store's name because the tendency will be always to get the same quality of goods and sell them at less price, which means that the manufacturer has got to reduce his standard of quality or lose the business, and as far as I know, this method has generally resulted in losing the business to some manufacturer who is willing to truckle to this condition.

Finally: Advertising makes you independent of your competitor.

Makes you independent of your dealer.

Makes you independent of your salesmen.

These three facts can be easily verified by the experiences of dozens of manufacturers who know them to be true, but who did not believe them to be true at the time they started their advertising.

## NOTES ON PEPPERMINT CULTIVATION.

(Continued from page 122.)

fish manure and similar refuse. No pruning of any sort is done. Cultivation from seed is unknown in England. It is always propagated from young shoots—though it would be quite possible for old beds to be dug up and the roots and runners therein planted in winter during spells of mild weather. The roots and runners must not, in this process, get frost-bitten. As the runners are so near the surface very little hoeing can be done. Weeding is all done by hand. The cost of cultivation, including rent, is about £15 (\$75) per acre.

## Use of Saline Solutions in Soap Making.

*Soap and glycerin; Utilization of electrolyzed saline solutions in the manufacture of —.* L. G. A. Andrault and M. Isnard. Fr. Pat. 451,627.

PARTIAL saponification of the fat is effected by means of an alkaline lye obtained by the electrolysis of a dilute solution of salt. The liberated glycerin is separated, and the saponification completed by boiling the fat and fatty acids with the product of the electrolysis of a concentrated solution of salt. Both electrolytic alkaline solutions may be made in the same electrolyzer. The alkali in the solutions may be neutralized with fatty acids as a principal or secondary operation.

## PATENTS AND TRADE MARKS.



44217

POINT-SETTER

57243

SIREN LILY  
58249

62662



65957

PETROLEUM  
POMATUM

66219

-H.S.S.P.P.-

66887

ELEPHANT



66668



67220

BENEFIT

67301



HAVANCO

67968



1065245

DULGO

68420



68540

"Persiprot"

68219



68410

Purifoam

68431



69169

SKIN JOY

69304



69593

GLADIA

69792

VILOXINE  
69676

GERALDINE FURMAN



69183



69617



69737

CELESTE-AIDA

69713

JACROSE

69680

DRESA-  
LUSTER

69827

KRASKA

69902



70245

SMITH'S DANDRUFF POMADE



70104



69323



70003

ELGALLITE

69692

INECTO

69357

TESORO

70354

P. B. Reynolds

70408

## NOTE TO READERS.

This department is conducted under the general supervision of a very competent patent and trade mark attorney. This report of patents, trade marks, labels and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

The trade marks shown above are described under the heading "Trade Marks Applied For," and are those for which registration has been allowed, but are not issued.

All inquiries relating to patents, trade marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPT.  
Perfumer Pub. Co. 80 Maiden Lane, New York.

## PATENT GRANTED.

1,065,245.—AUTOMATICALLY-CLOSING COLLAPSIBLE CONTAINER. Charles J. W. Hayes, Detroit, Mich., assignor of four-fifths to Thomas S. Sprague, Detroit, Mich. Filed Feb. 25, 1911. Serial No. 610,914. (Cl. 221-60.)

1. The combination with a collapsible container for plastic substances having a discharge orifice, of a closure for said orifice exposed to the internal pressure within the tube and movable laterally from its seat, and a resili-

ent band surrounding said container and yieldably holding said closure to its seat.

2. The combination with a collapsible container for plastic materials having a recessed head, and a lateral discharge orifice, of a closure for said orifice engaging said recess, and a resilient band surrounding said container and engaging said closure.

#### DESIGN PATENTED.

44,217.—BOTTLE. Edwin H. Nelson, Detroit, Mich., assignor to Nelson, Baker & Company, Detroit, Mich., a Corporation of Michigan. Filed Apr. 18, 1913. Serial No. 762,127. Term of patent 14 years.  
The ornamental design for a bottle, as shown.

#### LABELS REGISTERED.

17,059.—Title: "Quick Sale." (For a Polish and Cleanser.)—Reginald B. Calcutt, Chicago, Ill. Filed May 9, 1913.

17,063.—Title: "Val Dona Violet Talcum Powder." (For Talcum Powder.)—Druggists' Co-Operative Assn., Detroit, Mich. Filed April 8, 1913.

17,064.—Title: "Val Dona Talcum Powder." (For Talcum Powder.)—Druggists' Co-Operative Assn., Detroit, Mich. Filed April 8, 1913.

17,065.—Title: "Val Dona Honeysuckle Cream." (For Honeysuckle Cream.)—Druggists' Co-operative Association, Inc., Jersey City, N. J., and Detroit, Mich. Filed May 24, 1913.

17,082.—Title: "Cleanser." (For a Preparation to Keep the Scalp Healthy.)—Garretta Honeyman, Plainfield, N. J. Filed June 6, 1913.

17,083.—Title: "Bismarck Beer." (For Beer.)—Interboro Brewing Company, Inc., New York, N. Y. Filed May 22, 1913.

17,084.—Title: "Kloma." (For a Hair-Tonic and Scalp-Renovator.)—The Kloma Company, Redondo Beach, Cal. Filed May 7, 1913.

17,095.—Title: "Val Dona Honeysuckle Cream." (For Honeysuckle Cream.)—Druggists' Co-operative Association, Inc., Jersey City, N. J., and Detroit, Mich. Filed May 24, 1913.

17,096.—Title: "Val Dona Honeysuckle Cream." (For Honeysuckle Cream.)—Druggists' Co-operative Association, Inc., Jersey City, N. J., and Detroit, Mich. Filed May 24, 1913.

17,097.—Title: "Val Dona Liquid Complexion Powder." (For Liquid Complexion-Powder.)—Druggists' Co-operative Association, Inc., Jersey City, N. J., and Detroit, Mich. Filed June 12, 1913.

17,120.—Title: "Jap Rose Soap." (For Soap.)—James S. Kirk & Company, Chicago, Ill. Filed June 23, 1913.

#### TRADE MARKS REGISTERED.

92,041.—Lotion for Treating the Skin.—J. W. Brooks & Co., Incorporated, Portland, Me.

Filed February 5, 1913. Serial No. 68,323. Published April 15, 1913.

92,058.—Quinin Pomade, Liniment, and Skin Lotion.—Exelento Medicine Co., Atlanta, Ga.

Filed November 11, 1912. Serial No. 66,809. Published April 15, 1913.

92,063.—Toilet-Powder.—Leon Gawurin, New York, N. Y.

Filed January 17, 1913. Serial No. 67,967. Published April 15, 1913.

92,085.—Washing-Powder.—Robert A. Land, Stringer, Miss.

Filed January 30, 1913. Serial No. 68,207. Published April 15, 1913.

92,111.—Scouring-Powder.—The New Spar Products Company, Baltimore, Md.

Filed December 27, 1912. Serial No. 67,605. Published April 15, 1913.

92,114.—Washing Compound.—Paragon Washing Compound Co., Portland, Me.

Filed February 24, 1913. Serial No. 68,701. Published April 15, 1913.

92,117.—Liquid Human-Hair Destroyer.—Pilgrim Manufacturing Co., New York, N. Y.

Filed March 1, 1913. Serial No. 68,806. Published April 15, 1913.

92,119.—Perfumeries, Essences for Perfumery, and Face-Powder.—L. T. Piver & Cie., Paris, France.

Filed November 26, 1912. Serial No. 67,130. Published April 15, 1913.

92,126.—Essential Oils for Use in Manufacture of Soaps and Perfumes.—Adolphe Saalfeld, Manchester, England.

Filed November 12, 1912. Serial No. 66,872. Published April 15, 1913.

92,138.—Borax.—Stauffer Chemical Co., San Francisco, Cal.

Filed February 26, 1913. Serial No. 68,754. Published April 15, 1913.

92,154.—Mouth-Wash, Tooth-Cream, Tooth-Paste, Tooth-Powder, and Tooth-Soap.—Aktiebolaget Grumme & Son, Stockholm, Sweden.

Filed February 14, 1913. Serial No. 68,541. Published April 22, 1913.

92,159.—Certain Chemicals, Medicines, and Pharmaceutical Preparations.—George U. S. Allgoever, New York, N. Y.

Filed October 11, 1912. Serial No. 66,247. Published April 22, 1913.

92,166.—Certain Chemicals, Medicines, and Pharmaceutical Preparations.—J. C. Ayer Company, Lowell, Mass.

Filed July 16, 1912. Serial No. 64,752. Published April 22, 1913.

92,198.—Remedy for Dandruff and Scalp Diseases.—Eaton & Co., Allen, Mich.

Filed January 13, 1913. Serial No. 67,871. Published April 22, 1913.

92,220.—Coffee and Flavoring Extracts for Food.—Humphreys, Cannon and Co., Memphis, Tenn.

Filed January 2, 1913. Serial No. 67,671. Published April 22, 1913.

92,257.—Peroxid of Hydrogen.—The Oakland Chemical Co., New York, N. Y.

Filed January 2, 1913. Serial No. 67,678. Published April 22, 1913.

92,269.—Tooth-Paste and Mouth-Wash.—John H. Schell, Brooklyn, N. Y.

Filed February 5, 1913. Serial No. 68,334. Published April 22, 1913.

92,310.—Skin Preparation in the Form of a Cream or Paste.—The Allen-Williams Company, Pittsburgh, Pa., and Wheeling, W. Va.

Filed March 6, 1913. Serial No. 68,861. Published April 29, 1913.

92,313.—Hair-Tonic.—Bernfeld Bros., New York, N. Y.

Filed February 21, 1913. Serial No. 68,648. Published April 29, 1913.

92,320.—Peroxid of Hydrogen.—Citro Chemical Co., Maywood, N. J.

Filed March 7, 1913. Serial No. 68,890. Published April 29, 1913.

92,322.—Cleaner and Cleanser in Powdered Form for Household Use.—The Cudahy Packing Company, Chicago, Ill.

Filed February 17, 1913. Serial No. 68,572. Published April 29, 1913.

92,327.—Cotton-Seed Oil Used for Food Purposes.—Edible Products Company, Jersey City, N. J.

Filed January 9, 1912. Serial No. 60,695. Published April 29, 1913.

92,337.—Olive-Oil.—William H. Hermes, Denver, Colo.

Filed April 15, 1911. Serial No. 55,779. Published May 2, 1911.

92,346.—Perfumes and Lotions.—Ernesto Lowenstern, Madrid, Spain.

Filed January 3, 1913. Serial No. 67,692. Published April 29, 1913.

92,348.—Certain Named Foods.—Franklin MacVeagh & Company, Chicago, Ill.

Filed August 16, 1909. Serial No. 44,159. Published July 30, 1912.

92,408.—Cleaning Compounds.—Dobbins Soap Manufacturing Company, Philadelphia, Pa.

Filed March 6, 1913. Serial No. 68,864. Published May 6, 1913.

92,426.—Coffee and Flavoring Extracts for Foods.—Humphreys, Cannon & Co., Memphis, Tenn.

Filed January 30, 1913. Serial No. 68,205. Published May 6, 1913.

### TRADE MARKS APPLIED FOR.

57,243.—Mason, Sanborn & Ramsdell Co., Boston, Mass. (Filed June 22, 1911. Published July 1, 1913. Claims use since May 1, 1911.)—Flavoring Extracts for Foods, etc.

58,249.—Hedden & Eberhardt, New York, N. Y., assignor to Charles A. Hedden, Inc., a corporation of New York. (Filed Aug. 17, 1911. Published July 8, 1913. Claims use since July 1, 1911.)—Perfumes, Toilet Waters, Sachet Powder, Face Powder, and Talcum Powder.

62,662.—Roy Lightfoot, San Antonio, Texas. (Filed Apr. 5, 1912. Published July 1, 1913. Claims use since February, 1912. No claim being made for any of the words appearing on the drawing other than the word "Fertiline.")—A Hair Restorer.

65,957.—California Queen Co., Los Angeles, Cal. (Filed Sept. 24, 1912. Published July 1, 1913. Claims use since Aug. 20, 1912.)—A Hair Restorer and Head Shampoo.

66,219.—Bernard L. Brun, Baltimore, Md. (Filed Oct. 9, 1912. Published July 1, 1913. Claims use since on or about the month of May, 1910.)—Pomatum.

66,668.—Independent Chem. Co., New York, N. Y. (Filed Nov. 4, 1912. Published June 17, 1913. Claims use since Jan. 1, 1909.)—Hydrogen Peroxid, Olive Oil, etc.

66,887.—Silica Products Co., Spokane, Wash. (Filed Nov. 13, 1912. Published June 17, 1913. Claims use since June 1, 1912.)—A Cleaning Compound.

67,220.—Sterling Laby, Los Angeles, Cal. (Filed Dec. 4, 1912. Published June 24, 1913. Claims use since Oct. 1, 1912.)—Dandruff Remedy, Shampoo Preparation, Sarsaparilla Extract, etc.

67,301.—Direct Importing Co., Boston, Mass. (Filed Dec. 9, 1912. Published June 24, 1913. Claims use since Jan. 1, 1907.)—Extracts for Flavoring Foods, etc.

67,968.—The Hall-Van Gorder Co., Cleveland, Ohio. (Filed Jan. 17, 1913. Published June 24, 1913. Claims use since May, 1912.)—Dental Cream, Petroleum, Borated Chap Jelly, Toilet Cream, Liquid Shampoo Preparation, Almond Lotion, and Theatrical Cream.

68,219.—Eugen Schaffer, Berlin, Germany. (Filed Jan. 30, 1913. Published July 1, 1913. Claims use since Apr. 24, 1912.)—Powders, Creams, Lotions, etc.

68,410.—Joseph Petrocchi & Co., New York, N. Y. (Filed Feb. 8, 1913. Published June 17, 1913. Claims use since Sept. 1, 1908.)—Olive Oil.

68,420.—E. W. Bennett & Co., San Francisco, Cal. (Filed Feb. 10, 1913. Published July 1, 1913. Claims use since Jan. 20, 1913.)—Metal Polish.

68,431.—Gervaise Graham, Chicago, Ill. (Filed Feb. 10, 1913. Published July 1, 1913. Claims use since November, 1912.)—A Shampoo Preparation in Crystal Form.

68,540.—Aktiebolaget Grumme & Son, Stockholm, Sweden. (Filed Feb. 14, 1913. Published June 17, 1913. Claims use since April, 1906. The word "Stomatol" being disclaimed.)—Mouth Wash.

69,169.—Stone-Ordean-Wells Co., Duluth, Minn. (Filed Mar. 18, 1913. Published July 1, 1913. Claims use since 1892.)—Flavoring Extracts for Foods, Olive Oil, etc.

69,173.—Smith, Kline & French Co., Phila., Pa. (Filed Mar. 18, 1913. Published July 8, 1913. Claims use since Mar. 10, 1913.)—Talcum Powder.

69,183.—Frederic S. Mason, New York, N. Y. (Filed Mar. 19, 1913. Published June 24, 1913. Claims use since Dec. 1, 1912.)—Perfumes.

69,304.—Claude I. Whitlock, St. Paul, Minn. (Filed Mar. 24, 1913. Published July 8, 1913. Claims use since Nov. 15, 1912.)—Cold Cream, Face Cream, Toilet Waters, Perfumes, Massage Cream, Face Powder, Talcum Powder, Shampoo Preparation, Nail Polish, Rouge, Foot Powder, Foot Tablets, Tooth Powder, Tooth Paste, Bath Powder, Mouth Wash, Hair Dye, Hair Restorer, and Hair Tonic.

69,323.—Joseph Haigh, Muskogee, Okla. (Filed Mar. 25, 1913. Published July 8, 1913. Claims use since Mar.

1, 1913.)—A Preparation for the Treatment of the Hair and Scalp.

69,357.—Inecto, Ltd., London, England. (Filed Mar. 26, 1913. Published June 17, 1913. Claims use since Feb. 18, 1911.)—A Preparation for Dyeing the Hair, for Human Use.

69,593.—Ernest D. Hirschy, Kewanee, Ill. (Filed Apr. 4, 1913. Published July 8, 1913. Claims use since June 23, 1908.)—Preparations for Cleaning and Treating the Skin and the Teeth, Talcum Powder, Nail Polish, Toilet Water, Sachet Powder, etc.

69,617.—John E. Espey, Chicago, Ill. (Filed Apr. 5, 1913. Under ten year proviso. Published June 17, 1913. Claims use since the year 1878.)—Toilet Creams and Lotions for Chapped, Tanned and Sunburned Skin.

69,676.—John H. Haydon, New York, N. Y. (Filed Apr. 9, 1913. Published June 17, 1913. Claims use since May 23, 1912.)—A Toilet Cream for the Skin.

69,680.—Owl Drug Co., Chicago, Ill. (Filed Apr. 9, 1913. Under ten year proviso. Published July 8, 1913. Claims use since Jan. 1, 1890.)—Cold Cream, Eau-de-Quinin Hair Tonic, Face Powder, Face Lotions, Dentifrice, Rouge, Deodorant, Nail Polish, Sachet Powder, Shaving Cream, Smelling Salts, Freckle Cerate, Toilet Cream, Benzoin Paste, Perfume and Toilet Water.

69,692.—J. B. Camors & Co., New Orleans, La. (Filed Apr. 10, 1913. Published June 24, 1913. Claims use since Feb. 1, 1913.)—A Cooking Compound Composed of Cotton-Seed Oil, Stearin made from Cotton-Seed Oil, and Oleo Stearin.

69,737.—James W. Glazbrook, Wheatland, Me. (Filed Apr. 12, 1913. Published July 8, 1913. Claims use since September, 1910.)—Lotion for Preserving and Beautifying the Skin.

69,792.—Colgate & Co., Jersey City, N. J. (Filed Apr. 15, 1913. Published June 17, 1913. Claims use since Apr. 11, 1913.)—Soaps and Soap Powder.

69,827.—Gerhard T. Jarden, Brooklyn, N. Y. (Filed Apr. 16, 1913. Published June 24, 1913. Claims use since Dec. 18, 1912. The word "Luster" not being claimed.)—A Detergent Polish for Furniture, Woodwork, Carriages, and Similar Surfaces.

69,902.—Michael Peetz, London, England. (Filed Apr. 18, 1913. Published June 17, 1913. Claims use since February, 1912.)—A Liquid Nail Polish.

70,003.—Caswell Barrie, New York, N. Y. (Filed Apr. 23, 1913. Published July 1, 1913. Claims use since Mar. 10, 1913. The word "Barrie" being a facsimile of my own signature.)—Soaps.

70,104.—George H. Smith, Fresno, Cal. (Filed Apr. 28, 1913. Published July 8, 1913. Claims use since Nov. 1, 1892. No claim being made to the exclusive use of the words "Smith's Dandruff Pomade.")—A Remedy for Skin Diseases.

70,245.—Arthur J. Landry, Kankakee, Ill. (Filed May 5, 1913. Published June 24, 1913. Claims use since July 9, 1912. The trademark being a portrait of myself.)—A Shampooing Preparation.

70,354.—James S. Kirk & Co., Chicago, Ill. (Filed May 10, 1913. Published June 17, 1913. Claims use since Mar. 5, 1913.)—Castile Soap.

70,408.—Elmo L. Reynolds, Grand Forks, N. D. (Filed May 13, 1913. Published June 17, 1913. Claims use since Apr. 15, 1913. Consists of a facsimile of my signature.)—A Remedy for all Scalp and Skin Diseases.

### NEW TRADE NAME.

We are requested by Nelson, Baker & Co., to announce that they have adopted the trade name "Euderma" for soap.

### Essential Oil Reappraisements.

22659.—Essential Oil.—From Holzmueller & Schmidt, Paris. *McClelland, G. A.*—Geranium oil, Bourbon Ravine Brand, entered at 50, advanced to 60 francs per kilo. Less shipping and consul fee. Packing included.

22682.—Essential Oil.—From Guis, Abate & Figli, Messina. *McClelland, G. A.*—Essence of orange, entered at 8.50, advanced to 10.50 lire per pound. Add coppers and case.



## PATENT FOR SOAP.

1,064,591.—Thomas Anyon, of Fallowfield, England.  
United States application filed July 1, 1912. Serial No. 706,991. Patented June 10, 1913.

To all whom it may concern:

Be it known that I, Thomas Anyon, a subject of the King of Great Britain, residing at Fallowfield, in the county of Lancaster, England, have invented certain new and useful improvements in and connected with soap; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

My invention relates to improvements in and connected with soap and has for its object to provide a soap which can be produced considerably cheaper and is more cleansing than hitherto has been the case without being in any way injurious. I attain this object by using in the manufacture of soap as principal ingredient or base, brewers' or distillers' yeast to which I add fatty or oily matter which ingredients I treat by the ordinary alkali process.

I am aware that previous to my invention, yeast has been used in the manufacture of detergents but not in the manner as employed in accordance with my invention in which it does not act as a ferment with liberation of carbon dioxide but on the contrary its qualities as a ferment are destroyed imparting a greater firmness and density to the soap and facilitating the use of yeast either in a fresh or stale condition preferably the latter thus providing a use for a material which hitherto was a product of no value.

According to one method of my invention I preferably treat or clean the yeast by the addition of an alkaline wash or lye which chemically bursts or ruptures the yeast cells and permits the cell contents to escape. The liquid cell contents thus treated form a gelatinous protoplasmic mass or magma. This magma I then treat under heat in association or mixture with melted oils or fats, such as tallow or cocoanut oil or other saponifiable agents as ordinarily used by soap makers, and with which it readily amalgamates. The yeast magma is acted upon chemically by the action of the alkaline lye and this action whether direct or catalytic (at present undetermined) changes the protoplasmic magma into a number of new and at present undetermined and unclassified substances which are saponifiable and become along with the ordinary fats and oils converted into soap. That these new saponifiable substances are alkali fixers or carriers is proved by the fact that for a given weight of soap produced, a much smaller weight of fats and oils, than is ordinarily used, can be employed while a larger proportionate quantity of alkali is taken up and combined without showing excess of free alkali in the resultant soap. The volume and density of the soap is also greater. This action is an entirely new function for yeast in soap making, because if yeast be simply added to soap finally made or finished it would simply remain as yeast, recoverable therefore with cells visible under the microscope. When treated according to my invention the yeast is converted into a detergent mass, and can no longer be distinguished microscopically. That the new products obtained from yeast so treated act in the same way as fats and make a true soap is shown by the fact that if merely neutral or unsaponifiable bodies had been used, the amount of added alkali would show excessive alkalinity in the resultant soap. Since this is not the case, these new yeast products must act in a manner equivalent to ordinary fats.

Respecting substances which may be said to be alternatives to yeast such as starch, albumose, farina of all kinds and cereal meals, seeds and the like, the same have been and are employed in the manufacture of soap, but their action differs from that of yeast inasmuch as they do not produce saponifiable substances of the same nature as those produced by the use of yeast.

The percentage of the different ingredients in the soap may vary to a great extent, for example I may employ from 5 to 85 per cent. by weight of yeast, the remaining percentage being made up of fat, oil, or fatty acid, caustic soda, scents, coloring matter, or the like. A suitable mixture for a firm, hard toilet soap may consist of 60 per

cent. of yeast, 33 per cent. of fatty matter or the like, and 7 per cent. of caustic soda. For a strong scouring soap I may mix the ingredients in the following proportions: 85 per cent. of yeast, 4 per cent. of fatty matter or the like, and 11 per cent. of caustic soda. The said ingredients may also be used in the following approximate proportions: brewers' yeast, 66 parts; fatty or oily matter, 34 parts, alkali, 5-10 parts. The yeast may be used in a liquid state, or after being drained and compressed, the latter being however preferable on account of its portability.

According to one method of manufacturing soap containing yeast, the latter is first washed by means of an alkaline water, for instance water containing  $\frac{1}{2}$  to 1 per cent. of caustic soda, and passed together with the said water through a screen or sieve to remove any foreign matter such as grit. The yeast is then allowed to settle in the water, and forms a thick batter mass at the bottom of the same. The alkaline water is then decanted and a fresh supply of water, not necessarily alkaline, is then mixed with the yeast. The yeast is again allowed to settle, and the second supply of water decanted. This process is repeated until the yeast has become a clear, pure buttery mass. The yeast is then mixed with the oil, fat or fatty acid, while under heat of 170 to 200 degrees Fahrenheit. The caustic soda solution is then added, the same heat being maintained, and the mixture slowly agitated until it has thickened to a finishing point.

The soap resulting from the above process is of a dark grayish brown color and a clearer soap may be obtained by the following method: The fatty matter or the like is first heated sufficiently to liquefy same, which heat may vary say from 120 to 200 degrees Fahrenheit, according to the nature of the fatty matter or the like employed, until liquid, and the solution of caustic soda then added to and thoroughly mixed with the same. Before the chemical action between the fatty matter and the like and the caustic solution has ceased, the yeast is gradually mixed at a warm heat and the mass agitated until it has acquired the desired thickness.

The soap manufactured by either of the above methods may be refined by saline baths or other known treatment, or may be milled, polished, or undergo any other of the known final operations.

I claim:

1. A process for the manufacture of soap consisting of adding yeast to melted fats or oils, treating the mixture with caustic lye while under heat or agitation, thus gradually setting up a chemical action between the alkali and the fats or oils and the alkali and the yeast, and converting the latter into a detergent substance, as and for the purpose hereinbefore specified.

2. As a new product, a soap in which the usual proportion of fats and oils, to the weight of soap to be produced, is greatly diminished and their place taken by the production of detergent substances produced by the action of alkali on the protoplasm or cell contents of yeast, substantially as and for the purpose specified.

In testimony whereof I have affixed my signature in presence of two witnesses.

THOMAS ANYON.

Witnesses: ALFRED BOSSHARDT, STANLEY E. BRAMALL.

## Appraisers' Decision on Caustic Potash.

An important decision in the matter of duty on importations of caustic potash has been made by the General Appraisers in disposing of the protests of Klipstein & Co., represented by Ely Neumann, attorney, New York. The government chemist found the merchandise to contain 39.85 per cent of caustic potash and 30 per cent of caustic soda. The government claimed that the quantity of caustic soda and the shortage of 0.15 per cent. of caustic potash barred the article from free entry as commercial caustic potash. Appraisers McClelland and Sullivan hold that the shortage of 15-100th per cent. in caustic potash does not take it out of the class of commercial caustic potash, which ranges from 40 to 80 per cent. They also hold that commercial caustic potash may contain percentages of caustic soda ranging from 60 to 75 per cent. The decisions of the collector, therefore, are reversed.

## FOREIGN CORRESPONDENCE AND MARKET REPORT

### AFRICA.

TRADE.—Consul E. N. Gunsaulus, at Johannesburg, reports that the imports into the Union of South Africa greatly increased in 1912. Perfumery amounted to \$388,731, an increase of \$56,459 over 1911, but the amount sent from the United States is not stated. The consul names perfumery, however, in a list of articles of import from the United States in which there were exceptional increases in 1912.

Northern and Southern Rhodesia in 1912 received the following imports from the United States: Perfumery, \$3,115, a gain of about \$170; soap, toilet, \$2,693, a loss of \$1,137.

### BRAZIL.

PERFUMERY AND SOAP.—Consul General J. G. Lay, at Rio de Janeiro, transmits a report of the imports into Brazil in 1912. Perfumery, dyes, etc., and materials for the same were:—France, \$1,041,177; Great Britain, \$620,696; Germany, \$301,905; United States, \$277,532. Soap, unscented, Great Britain, \$198,953; Germany, \$198,953; United States, \$35,734.

### FRANCE.

OLIVE CROP.—Consul General A. Gaulin, of Marseilles, reports that, according to reliable reports from various sources, there is every indication of a fairly large olive crop in the Marseilles district this year. The trees are in good condition and the outlook is most promising.

Consul Hunter reports that the general opinion among olive growers of the Nice district in France is that the olive crop of 1913-14 will be good, as the trees are in a healthy condition and the rainfall was unusually abundant last spring.

GRASSE: We have just learned with pleasure of the birth of a son, who has been named Jean, to Mons. and Mme. Henri Euzière.

### GERMANY.

OILS AND SOAPS.—Consul H. C. A. Damm reports that in Northeast Prussia in 1912 the manufacture of palm-kernel oil assumed large proportions and a considerable amount was exported to the United States from Stettin. Soya beans increased in price because of the fact that the Chinese and Japanese oil mills bought larger quantities and were exporting the oil to Europe. The United States received \$39,000 worth of the palm-kernel oil in the year.

Mr. Damm reports that American safety razors and toilet and shaving soaps are on sale in retail stores of Stettin.

### ITALY.

OLIVE CROP.—Consul General Smith, at Genoa, transmits this from the Bulletin of Agricultural Statistics: "The yield of olive oil for the 1912-13 season is estimated to be from 38,000,000 to 40,000,000 gallons, as against 65,170,862 gallons for the previous season. The small yield in the Kingdom is contemporaneous with a short crop in all the oil-producing Mediterranean countries, which are able, under normal conditions, to supply Italy with large quantities to make up for any local deficit."

LEMON CROP IN SICILY.—Consul Hernando de Soto, Palermo, Italy, June 13, says: The Verdelli lemon crop, which is gathered from April to September, in this consular district is reported to exceed that of 1912 by at least 30 per cent. Contrary to the 1911-12 winter, which, as reported, was one of the driest and mildest winters experienced for many years, the 1912-13 winter was most

favorable to the lemon crop. The rainfalls, although abundant, were not excessive. Snow, hail, and wind, without causing any damage, kept the temperature normally cool. These excellent weather conditions not only benefited the crop in quantity but also in quality, the fruit being large in size and free from insect pests. Although too early for an accurate forecast, there is at present every indication that the regular lemon crop, which is picked from October, 1913, to April, 1914, will be most satisfactory. The rich blossoming announces an abundant crop, but the quality will largely depend upon weather conditions during the summer, which thus far have been most favorable. The brisk demand for lemons from the United States has considerably driven up prices.

TRADE CHANGE.—The Citrus Oils Co., of Acireale (Sicily) and Reggio (Calabria), announce that they have acquired all rights in Mr. Ig. Siles's brands of Sicilian and Calabrian essential oils. The subscribed capital is 500,000 lire. Chas. Westphal, 195 Upper Thames street, London, E. C., will act as the company's agent in the United Kingdom.

### SPAIN.

OLIVE OIL.—Under date of May 21, Consul Winans, at Seville, says: "Present indications are that the olive harvest will be an extremely good one. The trees are in fine condition and are blossoming abundantly, queens and manzanillas as well as the oil-producing olive trees. Recent rains have benefited greatly the olive orchards and strengthen the probability that the next olive harvest will be large. This will prove a not unmixed blessing to the dealers who wish to dispose of the olive oil of the two last years still on hand. The stock of the older oil is still far more salable than that of the newer, which is even sold for industrial purposes because of its often inedible quality."

ALMONDS.—Consul R. Frazer, Jr., at Malaga, under date of May 29, reports that after a short crop last year, this season's yield will be a fair average one. The crop now on the trees is far enough advanced to be secure from all ordinary contingencies of weather and, barring extraordinary windstorms, seems assured. Reports received by merchants in Malaga from Italy are that not more than one-third of an average crop will be gathered in that country, while reports received through the same channel from southern France are almost equally pessimistic. It appears that the crop in that country promised well until about the middle of April, when storms and frosts injured it seriously.

### VENEZUELA.

TONKA BEAN CROP.—The British consul at Ciudad Bolivar, says: "Owing to their high value more interest has lately been displayed in tonka beans, which are principally employed in the manufacture of tobacco and for the extraction of perfume. The bean is the kernel of the fruit of the sarrapia tree, which grows wild in the extensive forests of Guayana. The trees produce heavy crops generally once in four years, while the intermediate crops are small, as the tree appears to become exhausted after each heavy bearing and to require several seasons for the recovery of its strength. The crop for 1912 was a limited one of 67,763 pounds. On the other hand, the crop for 1913 again promises to be a very large one. In fact it is expected that it will exceed anything known here before, and the total yield has been estimated to reach 880,000 to 1,100,000 pounds. In anticipation of such a large production, which it would take about three or four years to absorb on the ordinary basis of consumption, a sharp drop of prices has occurred, and the quotation has fallen from about £1 (\$4.87) to about 3s. (\$0.73) per pound.

# PRICES IN THE NEW YORK MARKET

(It should be borne in mind by purchasers that the market quotations in this journal are quantity prices.  
For small orders the prices will be slightly higher.)

Almond, Bitter.....per lb.	\$3.50	Lemon .....	4.75	BEANS.	
" F. F. P. A.....	4.50	Lemongrass .....	1.60-1.70	Tonka Beans, Angostura....	5.00
" Artificial .....	.55	Limes, expressed .....	4.00	" Para .....	2.50
" Sweet True .....	.65	" distilled .....	.75	Vanilla Beans, Mexican....	4.50-5.00
" Peach-Kernel .....	25-30	Linaloe .....	3.00	" " Cut..	3.25-3.50
Amber, Crude .....	.15	Mace, distilled .....	.75	" " Bourbon .....	3.40-4.25
" Rectified .....	.30	Mustard Seed, gen.....	8.50	" " Tahiti .....	2.00
Anise .....	1.75	" artificial .....	1.50		
" Lead free .....	1.95	Mirbane, rect.....	.12	SUNDRIES.	
Bay, Porto Rico.....	2.90	Neroli, petale .....	30.00-40.00	Ambergris, black .....	15.00-20.00
Bay .....	2.75	" artificial .....	12.00-17.00	" gray .....	25.00-27.50
Bergamot, 35%-36% .....	6.00	Nutmeg .....	.80	Civet, horns .....	1.75-2.00
Birch (Sweet) .....	1.75	Opoponax .....	7.00	Chalk, precipitated.....	.04-0.06
Bois de Rose, Femelle.....	4.00	Orange, bitter .....	3.00	Cologne Spirit .....	(gal.) 2.65-3.10
Cade .....	.20	" sweet .....	3.60	Cumarin .....	3.25
Cajeput .....	.60	Origanum .....	.40-.60	Heliotropine .....	1.60
Camphor .....	.12	Orris Root, concrete... (oz.)	3.50-5.00	Menthol .....	6.40
Caraway Seed .....	1.00	" " absolute... (oz.)	28.50-32.00	Musk, Cab., pods..... (oz.)	10.00
Cardamom .....	28.00	Patchouly .....	3.00-3.60	" " grain .....	15.00
Carvol .....	2.00	Pennyroyal .....	1.10	" Tonquin, pods... " grains..	13.75-15.00
Cassia, 75-80%, Technical...	.90	Peppermint .....	3.00-3.40	" " " " " "	21.00-24.00
" Lead free .....	1.00	Petit Grain, South American	3.75	" Artificial, per lb.....	1.50-3.00
" Redistilled .....	1.40	" French .....	8.00	Orris Root, Florentine, whole	.14
Cedar, Leaf .....	.45	Pimento .....	1.75	Orris Root, powdered and	
" Wood .....	.18	Rose .....	(oz.) 12.00-16.00	granulated .....	.18
Cinnamon, Ceylon.....	6.50-14.00	Rosemary, French .....	.80	Talc, Italian .....	(ton) 32.00-35.00
Citronella, Ceylon .....	.44	" Spanish .....	.50	" French .....	25.00-30.00
Citronella, Java .....	1.00	Rue .....	3.00	" Domestic .....	15.00-25.00
Cloves .....	1.30	Safrol .....	.40	Terpineol .....	.35-.45
Copaiba .....	1.15-1.25	Sandalwood, East India....	5.25-5.50	Thymol .....	1.80
Coriander .....	6.00-9.00	" West India....	1.60	Vanillin .....	(oz.) .33-.36
Croton .....	1.10	Sassafras, artificial .....	.30		
Cubebs .....	3.30	" natural .....	.65	SOAP MATERIALS.	
Erigeron .....	2.00	Savin .....	1.40	Cocanut oil, Cochin, 12½c.; Ceylon,	
Eucalyptus, Australian, 70%.	.50	Spearmint .....	4.80	11c.	
Fennel, Sweet .....	1.50-1.60	Spruce .....	.50	Cottonseed oil, crude, tanks, 53½c.;	
" Bitter .....	.75	Tansy .....	4.00	winter yellow, 9c.	
Geranium, African .....	9.00	Thyme, red .....	1.10	Grease, brown, 4½@4¾c.; yellow,	
" Bourbon .....	8.00	" white .....	1.30	5¾@6¾c.; white, 6¾@7c.	
" Turkish .....	3.25	Vetivert, Bourbon .....	8.00	Olive oil, denatured, 87c.	
Ginger .....	6.50	" Indian .....	30.00-40.00	" " foots, prime, 7½c.	
Gingergrass .....	1.75-2.00	Wintergreen, artificial .....	.32-.34	Palm oil, Lagos, 7½c.; red, prime,	
Hemlock .....	.55	" genuine .....	4.50-5.00	6¾@6¾c.	
Juniper Berries, twice rect...	1.00	Wormwood .....	5.75	Peanut, 6½@7½c.	
Kananga, Java .....	3.75	Ylang-Ylang .....	30.00-40.00	Rosin, water white, \$6.90.	
Lavender, English .....	12.00			Soya Bean oil, 6½c.	
" Cultivated .....	6.00			Tallow, city, 6c. (hhd.).	
" Fleurs .....	3.25-3.75			Chemicals, borax, 3½@4c.; caustic	
" U. S. P. .....	2.75-3.00			soda, 80 p. c. basis of 60 p. c., \$1.50.	
" (Spike) .....	1.10-1.25				

## DOMESTIC MARKET.

The general course of the essential oil market since our last report has been firm, although trading has not been very heavy. Linaloe oil is so scarce as to be virtually unobtainable. Distilled and expressed oil of limes is also hard to obtain, and very little is forthcoming from the West Indies. Lemon oil has continued its upward course, having touched \$5 per lb. The new crop is already quoted over \$3.

## BEANS.

The reports of damage to the growing crop of Bourbon vanilla beans have been confirmed, and there will be a definite shortage. Quotations in Reunion have already passed 36 francs, and it is expected that the next crop will be taken up by strong interests. The French dealers have secured about 20 per cent. of the Mexican crop, and this

has served not only to make the position in the market very firm, but to give the bulls much encouragement. The Mexican crop is about one-third smaller than last year, yield of whole beans and cuts being about 200,000 pounds each. The bulk of the crop is in few hands in this country, and has been firmly held.

## PANAMA.

TARIFF CHANGES.—The National Assembly of Panama has passed a law fixing the following new rates of duty: Stearin candles, 7 cents per kilo; common soaps, 4 cents per kilo; scented soaps, 30 per cent ad valorem. If the production of soap and candles within the country should not be sufficient to meet the demand the executive is authorized to lower the duties to the old rate, 15 per cent. ad valorem.



## A NEW ESSENTIAL OIL.

Pickles and Earl, in a recent communication to the London Chemical Society, give the results of an examination of the essential oil of *Alpinia alba*. The oil is present principally in the seed of the plant, which is possibly a species of amomum. The fruits were steam distilled, and found to yield about 1 per cent. of a pale yellow, aromatic oil, having an odor recalling that of both lemon and eucalyptus. The oil was found to have the following characters: Specific gravity, 0.9366; special rotation,  $-2^{\circ} 15'$ . The oil, of which only a comparatively small quantity was available, was shaken with a dilute solution of sodium carbonate, and then with a solution of acid sulphite of sodium, then with a dilute solution of sodium hydroxide, and finally with a 50 per cent. solution of resorcinol, in order to absorb cineol. As a result of this treatment, combined with a subsequent examination of the various products separated, the oil was found to have the following approximate compositions: Cineol, characterized by its crystalline addition produced with iodol, about 70 per cent.; aldehydes and ketones, of which the principal part consisted of citral, 27.5 per cent.; the citral was characterized by its semi-carbazone and by its naphthocinchonic acid compound. Phenols, about 15 per cent. Free acids, about 1 per cent. A small amount of a crystalline acid was separated, which melted at  $46^{\circ}$  to  $48^{\circ}$ . The quantity available, however, was too small to admit of its identification. After the isolation of the above described bodies, there remained a small residue, which appeared to be practically free from oxygen. This residue probably consists of a mixture of terpenes.

## PHILIPPINE ORANGE OIL.

The oil was extracted from the peel in the following manner. The peels were rubbed under water on a grater to disintegrate the oil cells, the liquid was then strained through muslin, and the pulp squeezed and washed with petroleum ether. The petroleum ether was added to the water, agitated, and separated. This was repeated with three portions of solvent. The petroleum ether portions were then united and evaporated under a pressure of 12 to 15 millimeters at a temperature below 50 degrees until all of the solvent was expelled. The yield and the constants of the oil are shown in this table:

Orange oil from skins of naranjita.

Lot	Num- ber of No. oranges.	Average weight of peel.	Yield of oil 100 peels.	Density at 15°.	30° A— D	30° Ester N—, num- D ber.
		Gms.	Gms.			
1	100	.....	.....	0.8416	÷58°.90	1.456 13
2	300	2.712	19.33	0.8620	÷83.39	1.470 7
3	300	2.561	14.00	0.8481	÷78.97	1.468 10

The optical rotation is lower than that usually given for sweet orange oil, and yields given by Brooks could not be equaled.—From the *Philippine Journal of Science*.

## Decision on Olive Oil Appeal.

The Court of Customs Appeals, in the case of the United States against Palma, holds that it is clear in view of the decisions and of the change in language appearing in paragraph 38, tariff act of 1909, that it was intended by that paragraph to levy the duty there fixed upon the contents rather than upon the capacity of tins containing olive oils.

## TRADE MARK OWNERS ORGANIZE.

The National Fair Competition League was formed in this city in June by a number of the leading manufacturers of proprietary articles. The temporary officers elected were as follows: President, C. H. Ingersoll, of R. H. Ingersoll & Bro.; vice-president, J. F. Birmingham, of Butterick & Co.; secretary, Edward A. Whittier. Executive Committee—Henry B. Joy, of Packard Motor Car Co.; T. F. Murphy, of Mark Cross; E. T. Welch, of the Welch Grape Juice Co.; W. K. Kellogg, of the Kellogg Toasted Corn Flake Co.; A. Erlanger, and Alfred Lucking, of the Ford Motor Car Co.

The purpose of the organization is to study the interests of manufacturers of well advertised brands, particularly with reference to the control of trade marked products in channels of trade and protecting them from price-cutting.

## DETERMINING SODIUM BORATE IN SOAP.

A paper was read before the New York Section of The American Chemical Society on May 9, by Mr. Paul Poetschke, of the Lederle Laboratories, on "The Determination of Sodium Borate in Soap." Contrary to the statement commonly appearing in the text books that borax is insoluble in alcohol, it was shown that borax is soluble in this solvent, and, accordingly, the common method of determination of borax in soap by extraction with alcohol leads to considerable error due to the solubility of the borax.

A quantitative method was described which overcomes this difficulty, and it was shown that the results are accurate by analyses of mixtures of chemically pure borax mixed with powdered castile soap. The method employed is to ignite the soap with carbonate of soda and silica; the fusion is then dissolved in water, acidified with hydrochloric acid, boiled under a reflux condenser with an excess of precipitated calcium carbonate; after filtration, the liquid is again boiled with a pinch of calcium carbonate, cooled and titrated with N/10 caustic soda in the presence of glycerin.

A qualitative method for the detection of borax in soap was also described, and it was shown that this method was sensitive to 0.05 per cent. of borax in soap.

Commercial borax soaps vary considerably in their content of borax, a considerable number of the soaps containing no borax, whereas others varied from 1.35 per cent. to 10.88 per cent.

## PROPRIETARY ASSOCIATION OF AMERICA.

At its annual meeting in Washington last month the Proprietary Association of America elected the following officers: President, Frank J. Cheney, Toledo; first vice-president, A. H. Beardsley, Elkhart, Ind.; second vice-president, W. H. Gove, Lynn, Mass.; secretary and treasurer, Orient C. Pinkney, New York. Executive Committee: J. F. Hindes, Baltimore; R. R. Land, Binghamton; Z. C. Patten, Chattanooga; Carl J. Balliett, Buffalo; W. E. Weiss, Wheeling, W. Va.; C. P. Tyrell, Syracuse; Allen F. Moore, Monticello, Ill.

## Hungarian Otto of Rose.

Dr. Karl Irk, lecturer at the Agricultural Academy in Kolozsvá. (Klausenburg), has conducted a series of experiments on the amount of volatile oil in the Hungarian rose species. He obtained an otto of fine aroma from well-matured plants of *Rosa damascena* (trigintipetala) and *R. gallica* (Perle de Panaché), and *R. moschata* (trigintipetala) also yielded a delicate perfumed otto, considering the short time that it has been cultivated. The yield of otto was from 0.0241 to 0.044 per cent. The best result was obtained from *Rosa rugosa* (de l'Hay).



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